

# THE POWER GRADIENT

## Inspiring Future Entrepreneurs

### Advertikal

Advertikal is a fully streamlined advertising agency that offers service plans suitable for businesses of all sizes, specialising in paid ads for service-based businesses.

[www.advertikal.com](http://www.advertikal.com)

### Key Takeaways

#### **Experience Before Entrepreneurship:**

Spend at least a decade working in relevant industries to gain real impact before starting your own business.

#### **Learn from Failure:**

Every setback, from failed ventures to job instability, provides valuable lessons that shape long-term success.

#### **See the Bigger Picture:**

Employees often don't realise the complexities of running a business; understanding all aspects is crucial.

#### **Build, Don't Buy:**

Money alone won't create success; true growth comes from knowledge, skills, and experience.

#### **Give Before Asking:**

Providing value through networking, insights, and free education attracts the right clients and opportunities.

#### **Think Long-Term Stability:**

Employees have an expiration date, but well-built businesses can provide lasting relevance and control over your future



Connect with Davor Rasic:  
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## Meet Davor Rasic

Welcome to this week's edition of The Power Gradient. This week, we're excited to feature Davor Rasic, a former soldier turned entrepreneur who built Advertikal, an agency specialising in paid ads for service-based businesses. Davor's journey into entrepreneurship is an inspiring story of resilience, adaptability, and commitment to learn from real-world experiences. Starting from a military background with no exposure to business or entrepreneurship, Davor took the unconventional route of learning through hands-on experience. Over time, he gained valuable insights into what it takes to scale a business successfully, observing both the successes and failures of others. Ultimately, he turned those insights into the creation of Advertikal, a company designed to scale efficiently while avoiding common pitfalls. Davor's story is proof that with the right mindset, anyone can succeed in business, no matter where they start.

# Military to Entrepreneurship

Davor's upbringing in a military family instilled in him a deep sense of discipline, structure, and responsibility, values that became pivotal as he transitioned into the business world. Although business and entrepreneurship weren't part of his upbringing, his problem-solving skills and ability to adapt quickly helped him enter the field of digital marketing. He began his entrepreneurial journey as a media buyer and head of paid advertising, working closely with several startups and service-based businesses. Through these roles, Davor gained firsthand experience in what makes a business thrive and, just as importantly, what causes businesses to falter. This combination of practical experience and strategic learning helped him understand the intricacies of scaling businesses. Davor's approach emphasises long-term planning and strategic decision-making, ensuring Advertikal's growth would be methodical and calculated, rather than rushed and unstable.

## Never Accept Defeat

He faced setbacks early on, including the failure of his first business, a vape shop, and multiple job layoffs in the corporate world. Instead of letting these challenges defeat him, he used them as opportunities to learn. These experiences taught him that long term stability comes from owning your own business, not relying on an employer. By starting over multiple times and refining his approach, Davor learned that entrepreneurs who navigate challenges with the right mindset can build lasting success.



## Experience Matters

Davor advises aspiring entrepreneurs to take their time and gain relevant experience before launching a business. He believes it's essential to work in your desired industry for at least a decade to understand the intricacies of business operations and gain firsthand insights. Davor also stresses the importance of respecting the complexity of entrepreneurship. Success isn't solely about having a good idea; it's also about strategic planning, risk management, and execution.

## Building Success the Right Way

Davor built Advertikal with a "value-first" philosophy, offering expertise and insights before asking for anything in return. Instead of aggressive sales tactics, he positioned himself as a trusted expert by providing free consultations, webinars, and educational content. This pull strategy has proven successful, as clients are drawn to him. Davor also believes that long-term business success comes from relationships built on trust and value, not just capital. Reflecting on his journey, he emphasises that skills, knowledge, and experience drive success. His closing words: "Don't chase shortcuts; learn from challenges, and your business will grow faster with time and experience."