

What's the French for Entrepreneur?

21 Inspiring Tips from a Start-Up Mentor.

1. Stay healthy, happy and hopeful.
2. Always be polite, pleasant, positive, smart and smile.
3. Plan, prepare and practise and plan again. Learn from what works and what doesn't ~ adapt your approach and keep going.
4. Stabilize your finances, cut your cloth accordingly. Keep costs as low as possible. If you don't have the money, don't buy it!
5. Get impartial and free advice ~ BIC, SES, PNE etc. Make a list of questions for each meeting and do your homework.
6. Learn as much as you can at home from as many easy sources as you can. I like Sarah MacCartney's books, Dragon's Den and Alex Politizzi.
7. Realise that this will take time to build to sustainability.
8. Work effectively and efficiently, make progress everyday.
9. Have goals for each day, week, month and quarter. Lists are lovely!
10. Build a marketing plan that costs little and rewards referrals.
11. Tell what you do, not how you do it. Sell the results gained.
12. Say, "I think I might be able to help you..." when seeking business, avoid hard-sell. Good service to every contact and client is essential.
13. Take photos of you working and with happy clients ~ that is wonderful evidence of your skills and services. Put on your publicity and always have your cards with you.
14. Gather good testimonials and constructive feedback, share the good and learn from the rest.
15. Accept rejection as normal. Those who keep going are most likely to succeed. Cultivate your resilience, it's your best asset.
16. Hard days do produce fruit, just hang in long enough to taste it.
17. Make a book, board or list of your successes to inspire you.
18. Seek out your peers, network and shine with sincere confidence.
19. Keep building your plan, to-do lists and ideas. Development and evolution are your best friends. Pause and seek advice if uncertain.
20. Toughen up, don't be naïve but always behave honourably. Be grateful and contribute back. Enjoy it all!
21. Stay healthy, happy at home and hopefully you'll build something about which you can be proud and then you will be able call yourself an entrepreneur!

Copyright Dr Rebecca Williams Dinsdale ~ Your Business Lifejoy ~ 16th April 2013