

15 Start-up Tips for New and Aspiring Female Entrepreneurs

Yes! You've embraced your fierceness and decided to start your own business! This is such an exciting time but it can also be frightening. Starting your own business is something that you have dreamt about for a long time and now the opportunity to go out on your own has finally arrived. Decision has been made, but now what? You probably have a thousand questions and unsure of what your next steps should be.

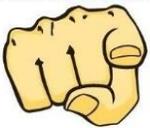
The best advice comes from those who have been there, done that. So, to get you started on the right foot, I've created a list of the best advice I've received as I was creating my freelance business. Take in as many tips as possible, but over time weed out what doesn't work and expand on what does.



1. Hire a coach! A coach will hold you accountable and will walk beside you in your new venture.
2. Understand why you are going into business for yourself. Do you want to do this full-time? Part-time? Are you in this for a quick buck or do you see yourself quitting your 9-5 and doing this long term.
3. Choose a niche! Don't try to sell everything to everyone. Don't be afraid of narrow niches.
4. Write or have someone write your business plan. Business plans help you to think more clearly about what you're doing and where your business is going.
5. Be brave! Sometimes jumping in without testing the water is the kick start you need. Everything doesn't need to be perfect for you to start.
6. Building your business takes time, so don't give up just because the clients aren't coming yet.
7. Do something however small every day to reach your business goals.
8. Don't be afraid to ask for help. You are not expected to know everything about running a business. Read, research and learn as much as you can to help you build confidence in your type of business and how to run it.
9. Create short-term and long-term goals. They should be realistic, attainable and productive.
10. Build your brand. Make sure your business has a professional eye catching look, professional logo, marketing materials, business cards, etc.
11. Expect failures and appreciate them. They aren't your dead end, they are your feedback.
12. Understand your client base. Create a profile of your ideal client and sell only to them.



**WHO IS THE
MOST AWESOME
PERSON TODAY?**



ready.set.
go! 



13. Put your personal schedule, work schedule and family schedule into one calendar so you don't overbook yourself.
14. Be visible. If clients can't see you then they won't buy from you. Build a website, create social media pages and join networking groups on and off social media. Make sure you post something about your business, on several platforms, every day.
15. Create a vision board for your business. Fill the board with words and images that help you visualize what you want for your business and what best represents your future goals. Post it on the wall in your office or create one on Pinterest.

