

# Starting & Growing A Business: What Every Creative Entrepreneur Should Know!

## **Part 1:**

## **Getting Started & Getting Over Fear!**

# How do you know if you have what it takes to start a business?

## How Many Boxes Do You Tick?

1. You come from a line of people who couldn't work for someone else	
2. You're a lousy employee	
3. You see more than one definition of "job security"	
4. You've gone as far as you can go	
5. You've done the market research already	
6. You've got the support of your family, friends or a network of experienced individuals	
7. You are willing to get some professional help	

Think about your own strengths and personality – use it to your advantage.

*Achieve the success you dream  
about and love your business*

*Planning to make this year your best year ever?*

Take some time to really clarify your **Purpose and Vision**

Try to answer the 5 questions on the next page...

*What do you really want out of life?*

*What do you really not want in your life?*

*Are you doing all you can to achieve success?*

*Why do you really want your own business?*

*Where would you like to be in 10 years time?*

## Focus On Success & Motivating Yourself

<b>Set Yourself 3 Important Tasks Right Now:</b>
1.
2.
3.

E.g. *To-Do List:*

- Work on promotion steps
- Important phone calls to make
- Stack of papers to organise
- Update receipts

<b>Search for New Opportunities What are your related products?</b>
1.
2.
3.

- **Educate yourself through online training courses related to your craft**
  
- **Expand Marketing Avenues – Where is the first place you will market your business?**
  
- **Network with Others – Take Action Now!**
  - Sign up for a Facebook business page
  - Start joining groups related to your craft on LinkedIn
  - Join a networking websitesHere is an example for you: The Evening Standard <http://www.es-bc.co.uk/home>

**Questions? Or just want to bounce off some ideas with me?**

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