



Remember the WHY!

Times can be tough running your own business – always remember the why!

Why did you want to start our own business in the first place?

Building a business can take time and patience, and at times will be very frustrating so try and remember why you did it.

Here are my top tips for starting out:

- **Start small and keep your costs as low as possible**
M&S started out as a market stall!

- **Make a plan**
Just as little as knowing what your monthly income needs to be can focus the mind.

- **Be selective about how you utilise your time**
If it isn't productive, don't waste your time on it.

- **Avoid borrowing if possible**
It may be inevitable but know your business, before you borrow if possible.

- **Sell, Sell, Sell!**
The nerve racking bit – especially if it is yourself you need to sell. But without selling there isn't a business.

- **Network**
This can find you customers or perhaps mentors and like-minded people to bounce off.

- **Keep your finances in order**
The boring bit (for some). If your finances are out of control, your business will follow.

You may hit bumps and obstacles in the road, but keeping the 'why' can help you to navigate them.