

**5 tips to turn your
career into a**

THRIVING BUSINESS

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Hello Gorgeous Netwoman,

Can you really make your passion into a thriving business?

We know that rates of female entrepreneurship have always been way behind those of men. However over the last 20 years the number of women entrepreneurs has steadily been rising.

At Netwomen we give you the opportunity to grow and develop your skills and mindset in order to start your business whether that is support or accountability and peer to peer support in networking groups or mentoring in the form of mastermind groups. And even unlimited access to our resource library in the member area.

Pinky x

Step 1 - What is Your Business Idea

Have a think about what skills, products or services you have to offer. Based on this, you can identify a business idea, that will be the main focus of your business venture. In order for your business to succeed, it has to fill a gap in the market or solve a problem.

Dream Big

Many people dream of being their own bosses for years, but never know just how. If you're serious about leaving the 9-to-5 world, sit down with a notebook and a pack of colored pens and start writing down your dreams to help you brainstorm some ideas. If you've been in the corporate world, you probably have skills you don't even think about on a day-to-day basis.

Test it

Do some market research, focus groups, or even trial and error can provide very valuable insight. Do some research of others in your area who offer the same product or service. Explore the demand for the products you want to sell. Search out standard start-up costs for similar businesses so that you can start to wrap your head around all of the things you need to do before starting.

Get help

When you first get started, you'll likely want to do everything on your own to keep costs to minimum. Sometimes, it might be safer to admit to yourself what you don't know and get the help you need. And you might find that you need to develop certain skills to ensure your idea comes to fruition. Spending some time honing necessary skills. Before starting a business, find what you need to manage it, including everything from knowing about legal procedures, sales and marketing techniques, and financial management.

Know Your audience

This is the first step to knowing how to best target your business idea. Once you have identified your target demographic, you can start gathering information. Social media is a great way to find information about your audience. Your methods for gathering information and what you plan to achieve depends on your business. Some general questions to ask might be: what type of company they work for and their role in the company, their age, their educational background, their family status, career goals they might have, challenges they face, their everyday hobbies, and many more.

Even if you are naturally creative, brave, bold, or fun, you must craft your life so you get the chance to express your superpowers on a daily basis. You can absolutely find ways to use our strengths in work, love, play, and parenting when we are conscious of them.

Step 2 -Funding

Turning to the crowd is a viable and effective alternative to traditional funding. With the internet connecting people from all over the world, the entire globe can literally be potential for the funding of your business. Crowdfunding is especially beneficial for women entrepreneurs.

Studies in the US show “Companies with a female executive are worth 64 percent more at first funding and 49 percent more at last funding than their all-male counterparts.” Other ways to fund your business are asking for money from family and friends, or a bank loan.

Step 3 - Action

Just starting a business is putting your plan into action. Eleanor Roosevelt once said, “You must do the thing you think you cannot do.” If you’re considering jumping head first into being a solopreneur or launching a business that utilizes the skills you’ve obtained throughout your career, you must embrace Eleanor’s advice. Taking the first leap of faith is scary.

However, you’re not alone. www.netwomen.co is here to help you with networking events, mastermind event, peer to peer support and coaching and mentoring.

So Should you start your own business?

Even though starting your own business is scary, being an entrepreneur is extremely rewarding. Remember that succeeding takes time; so be willing to put in the time and effort to see your dreams turn into reality.

Step 4 - Focus on your why

When turning your career into a business, it's critical that you think of your why or your purpose.

Your mission is why you exist, and can provide a sense of clarity on the days you're tempted to be all things to all customers.

If you have competitors, you want to create a mission and vision that gives a clear picture of who you are as a company and what sets you apart.

Step 5 - Celebrate the Launch

Starting a business is an exciting time. Celebrating is as much for you as it is for your community. People want to celebrate with you and learn more about what you do. Use these tips so that you can plan a big party when you launch your fabulous business.

Here's to your success!

[Find out more about how premium + coaching membership can help you in your business here](#)

The logo consists of the lowercase letters 'n' and 'w' in a serif font. The 'n' is pink and the 'w' is teal. They are positioned inside a white circle, which is itself inside a larger teal circle.

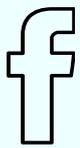
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