



# 10 THINGS I NEED TO HAVE IN PLACE TO START A SUCCESSFUL BUSINESS

**Most experts, authors, coaches, and the like will probably give you a list like this:**

- Find your ideal client
- Choose a name
- Buy your domain
- Set up a Facebook, LinkedIn, twitter, Instagram and Pinterest page (really) and then go
- and start talking about what you want to do and hope that people will buy it!

**What a crock!**

I would really argue **THOSE ARE NOT** the things you need to start a business. Before you even go down this road, check out my 10 unconventional tips, all of which helped me start two successful businesses and multiple successful brands!

## **1 A Passion:**

**Find something you love to do! The biggest mistake you could make is starting a business just to make money.**

**Time and time again (especially in the last ten years) I have seen so many people start businesses from the necessity to make money alone, run with the first idea they have, and ultimately close down in under four years!**

**The secret answer? Find something you are passionate about and build a business around that! Passion fuels resilience and provides you with the ambition to learn and strive to become more competent at what you do. Most importantly than anything else, it affords you the ability to focus.**

## **2 Focus:**

**You need to master the ability to focus on a goal. Focus allows you to achieve complex tasks and when you are able to achieve complex tasks, you find yourself fuelling up with more self-confidence which is a key ingredient needed to survive in business. The clearer you are on what you want to achieve, the more energy you will put into the right steps to get to the outcome!**

## **3 Adaptability and Open-mindedness:**

**Business is just like chess. You never know what your market, competition, or customers are going to do. Therefore, true grit and survival and becoming a visionary entrepreneur is going to require you to be far more open-minded than you have been before. When you open your mind, you free yourself from having to be in complete control of your thoughts. You allow yourself to experience new ideas and thoughts and you challenge the beliefs you currently have and this will serve you massively as you grow your purpose.**

## **4 A Support System:**

**Whether it is friends, family, parents, a partner, or a sibling, make sure you have a solid support system of people who can be both honest and objective, but equally believe in your vision. Surround yourself with people who are going to pull you up on the down days and celebrate the real highs with you, because they're the type of people you want to look for!**

## **5 A Desire to Influence People:**

**Find a problem you want to solve in the world or something you want to influence. With your passion identified, now find a problem you have with the way things are in the world...and dig deep, why isn't it working? What do you think needs to change? What have others done to solve this problem in the past? How do you think your talent and/or passion can support in the solution to this problem (if not solve the problem itself). With hundreds of businesses coming up every day, it's important that you look to resolve a challenge or problem in the world so it's easier for you to stand out.**

## **6 Be or Get Organised:**

The best tool I have in my (somewhat messy) working world is to get everything organised. To date you may have collated ideas, blogs, links etc. – now get them into one place. Google Drive, One Note, or Dropbox are all great tools to get your ideas organised.

## **7 Learn How to be Big Picture as Well as Detail Orientated:**

Your success requires the balance of these two principles. You will need to be able to work with detail to deliver great results for your business, customer and clients. Similarly, to grow your business you will need to be able to look at the bigger picture, be pragmatic, and make decisions for the progress of your vision

## **8 Know Your Strengths:**

A great resource I have come to find is Strengthfinder.com. Getting to know what you are truly good at doing and the things that come naturally to you will help you establish what role you are going to play in your business, and make it very clear where you are going to need help.

## **9 Get Comfortable Asking for Help:**

No (wo)man is a mountain and as a business owner, many fail with the problem of believing they can do everything. Please don't be one of those people. This will only prove to slow you down and hamper your progress, so get comfortable now with asking for help.

## **10 An Appetite for Fun:**

Business isn't like being employed. The highs are very high and lows can sometimes be crushing (hey, not going to sugar coat is for you), so knowing how to have fun is going to be imperative for your sanity and the survival of your business.