

START YOUR BUSINESS

It is common when starting up a business to feel overwhelmed, you can do so much yet not achieve much, or dive in feet first with your marketing and not really understand your services or products. Here are a few tips that can help anyone start any type of business.

1. **If you understand yourself, you will understand your business.**

If you understand your values and your rules for life and align them to your personal and professional life you will have a successful business. Once you are able to establish these, you will be able to sell your services, products and your business message much more easily.

2. **Create a mind map of what your business will look like**

A mind map will help you develop your thoughts and ideas freely, without restrictions. Start with your business name, what it will look like, who are your customers, how can you make it financially viable, what will you feel like when you succeed? Asking yourself these questions will help you move from a space of uncertainty to a more comfortable space.

3. **Confidence and self-belief**

These are skills all business owners need to be equipped with. The good news is that it can be learned. There are many techniques to get rid of negative, self-sabotaging thoughts. You must firstly know what these are, write them down and then write down some opposite positive thoughts. Each time the negatives creep up say your positive affirmations.

4. **Develop your product and services**

It is imperative to do your research, know what your competitors are offering, how they are offering it and at what value. Once you know what the rest are doing, you can differentiate yourself, what can you do to stand out from the crowd?

5. **Market your product and services**

Understand all the different ways you can market your product and services. What are the routes to your customers? Where do they shop, how they think? Develop a wide range of marketing resources that you can utilise.

From each of these steps you will have unconsciously created lots of actions. Start taking action; small steps every day, week, month. It's the only way to create momentum and get your business off the ground.