



How to be an Entrepreneur

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The Dream

- We all start somewhere...
- Seeing a need
- Imagining a different way ‘Genius Hour’
- Wanting a different life for you / your family



Personal Strengths

- Entrepreneurs come from all kinds of backgrounds
- On the ground - who you are and who you know
- Take time to know your strengths and work to them
- Find others who cover your weaknesses



Great Strengths/Character Traits

- Watching potential clients – your ‘customer avatar’
- Listening to what they think – ‘market research’
- Drive to achieve goals – ‘laser-like focus, time management, hard worker’
- Emotional intelligence – ‘self management and assisting others manage themselves’
- Overcoming – ‘resilience, stick-to-it-tiveness’



Things to learn

- Money – reading financial documents
- Analysis – from SWOT to Google
- Change – How to plan, adapt and be agile
- Industry trends – what's happening out there
- Managing people – recruiting, inducting, motivating, growing



Dealing with risk

OK

- Having setbacks
- Calculated risks
- Changing your initial idea
- Life means variables
 - inexperienced

Not OK

- No money, no resources
 - No networks
- No mentor, no training
- Fighting on too many fronts
- Family totally unsupportive



Finding money at start up

- Work with what's in your hands
- Family or friend investors
- Grants
- Angels (and avenging angels)
- Venture Capital, Shark Tank equity



Confidence and playing the part

- You are the boss – why feel you're not good enough?
- Dress to match the role and task
- Every initial sale can feel like a job interview
- Customers are somewhere on the wheel to decision
- It's your vision and you lead



Finding your crowd

- Startup places run many events e.g. The Capital, The Precinct
- Free business networks e.g. EXPRESSWAY
- Start Up and Entrepreneurial courses are worth the money
- LinkedIn groups
- Podcasts and business mags



Find out more?

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