

# things we've learned along the way

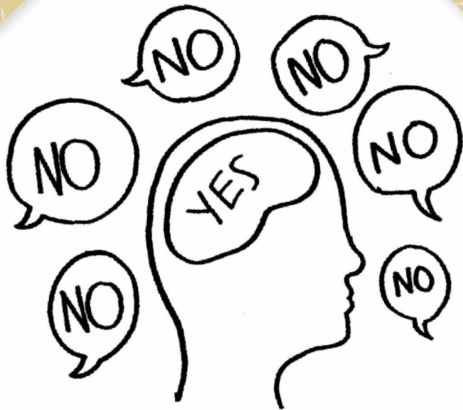
Have you ever wanted to start your own business, thought about doing something a bit different, or just heard your kids saying 'when I grow up I want to be...?'

We have, so we held a Twitter Party to talk to all of you about your ideas and tips.

We also wanted to share some of the things we've learnt along the way – hopefully they'll help you too.



# things we've learned #1



How the entrepreneur's brain works

## Don't give in



# Getting started

- Give things in life a go - you will end up regretting the things you didn't do more than the ones you did
- Listen to your own gut instinct and not those people whose ideas or attitudes are stuck in a time warp
- Just because no one else is doing it does not make it the wrong choice.
- Many business skills such as networking, being enthusiastic and proactive can't be taught
- Don't rush headlong into starting up a small business - plan, prepare and have patience.
- Plan, plan, plan and be proud of your achievements
- Ask for help where needed, be it with childcare, or asking experts advice

## things we've learned #2



If you can't explain it to Granny, don't do it



# Don't forget...

- Surround yourself with the right people and don't waste time on negative ones
- If you don't take risks, you risk even more
- Keep your accounts up to date. It will make the end of year much easier
- It doesn't cost anything to have good customer service - a smile, a phone call or an email are all free
- Always put yourself in your customer's place
- It is definitely important to be confident and have self belief
- Don't forget Rome wasn't built in a day!  
Good things take time

# things we've learned #3



Keep the main thing the main thing



# Keep going

- **Develop your success targets and don't feel the need to achieve what others expect**
- **Not all days are good days - but they will all further your experience. Good things can come out of seemingly bad days**
- **Network! And keep going however small the step seems**
- **Approach local bodies – they can be a great help if you get stuck**
- **A reliable and trustworthy support network, along with the ability to try and banish all negativity, are paramount to business success**
- **Be passionate about your product or business**
- **Don't be afraid of competition! It's healthy for you and makes you wiser**

# things we've learned #4



New Adam – woolly thinker

The Big Knit was the brainchild of a man called New Adam. We thought he was completely nuts, but given that we've raised over £1 million to help keep older people warm during winter since it started, we were delighted to be proved wrong.



## If you're 70% sure then go for it





# Inspire kids

- **Show your children what you do and try and teach them good values along the way**
- **Encourage them to do what makes them happiest**
- **Show them that hard work, belief in what you do, and perseverance can help achieve anything**
- **Sometimes you find new talents after having children – it unleashes a new part of you**
- **Kids often inspire new ideas – you will spot a gap in the market that you might be able to fill**
- **Get your kids to gain as much work experience as possible in a variety of industries**
- **Anyone can learn anything if they're shown that the choice is theirs and then is given encouragement**

# things we've learned #5

make natural, delicious food and drink that helps people live well and die old



Have a purpose



## Thanks to everyone who took part in our #innocentinspires Twitter Party, including...

@MumpreneurUK @ HeatherBestel @ marklyford @ zingmailer @Clairelouise82 @e\_nation @EmmaEwers @LucyMoose @hoganthetwit @SuzieCheel @kizzy\_bass @RosieScribble @Ces\_Creatively @DaddyNatal @Frugaldom @jackknowles @ gemmagwynne @beindemand @NickyKriel @GreenAspiration @ShopOnYourDoors @petitmew @aarondsmith @frugalfamily @dadzclub @kimvanvelzen @ RebeccaAnneHunt @iirNabira @LauraARigney @jackiewalker @SoozilHL @nicolekirk @PeterBestel @Get\_Noticed\_ @thegotomum @VictorialPhelan @Rosiesplaytime @piaktw @\_GeorgiaGaga\_ @Rocky10112 @cupcakes4clara @ZEBRAceramics @ SolomonDaughter @AnthonyBradburn @Louise\_Wisson @soeltweet @SocialMummy @1MrMartijn @CoochyCooNappyC @nouriSH\_me\_now @KarenDellArmi @ bandanalady @EssexSoapBox @StartupAmp @SusanAretz @jghull @Ben\_Blackman @kookycakecomp @miss\_helen @Blackberry\_Cott @PoppysCrafts @avenue57 @ BirchleaLodge @RefreshMeMummy @AngelsMarketing @RubyAndFreddies @ PDDinnovation @SebaDizajn @MummyBeeUK @buyingbritish @AlisonBCoach @ lucmaxwell @chipsawayorm @SweetBabySprout @Jamielvory @Benbeech @Alex\_ Bobsleigh @connectedchris @CoeliacSniffs @twistandshoutUK @MariaAnderson17 @EerynNyree @diced\_tech @cupcakeskindy @delu5ional @BeccaBurke02 @ LeekaJujuberri @Krissie\_Akrill @wearerushworth @hanson\_simon



 @innocentdrinks

[www.innocentdrinks.co.uk/beyourownboss](http://www.innocentdrinks.co.uk/beyourownboss)