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

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 @ SooziHL @ nicolekirk @ PeterBestel @ Get_Noticed_ @ thegotomum @ VictoriaPhelan @ 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 @ JamielIvory @ Benbeech @ Alex_Bobsleigh @ connectedchris @ CoeliacSniffs @ twistandshoutUK @ MariaAnderson17 @ EerynNyree @ diced_tech @ cupcakeskindy @ delu5ional @ BeccaBurke02 @ LeekaJujuberri @ Krissie_Akrill @ wearerushworth @ hanson_simon

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