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FREE BUSINESS TOOL KIT

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HOW TO AVOID FEELING OVERWHELMED

As an entrepreneur starting a business, the number of things you need to do and want to do can feel really overwhelming: it feels like there are 100 things that all need to be done

Even if you try to prioritise things you can end up with 20 things that feel of equal importance. This leads to feelings of being out of control and feeling overwhelmed. Which leads to procrastination... and ends with getting nothing done properly.

Do one thing at a time. Put everything else aside, and concentrate on that one thing. Even if it's not the biggest priority, it may be the most pressing: for example, if you have a child to look after and you are getting stressed trying to look after a child while working. Do that one thing and only that, until for example, you may have some child free time and then you'll cover the other tasks more quickly and efficiently.

On the other hand, it's good to remember that sometimes feeling overwhelmed can sometimes be a good thing. It can be used to power up your behaviour and push your brain to a new level. For example, in the caveman days, hunting food was a priority regardless of what else was going on. Push through and break down the barriers.

To avoid feeling overwhelmed, start with structure. be more organised, accept you can only do what you can physically do. Do one thing at a time.



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HOW TO USE SOCIAL MEDIA

First of all, remember Social Media is 'SOCIAL'. Enjoy it. Don't be afraid of it. Don't overthink it. Play with it. Press all the buttons. Try it all!

Now, some top tips on each platform:

TikTok

- Forget your preconceptions. TikTok is not just for kids. Even if you think you won't use it for your business (or even personal) it's worth getting in and finding out what the younger generation are doing and get inspired and connected with them.
- If you do decide to get involved, follow one simple rule: Be yourself!
- Show your life as it really is, don't pretend to be what you aren't. Have some fun,
- Once you start having fun and stop worrying about it being too young for you, you really can use it to leverage your business. can use it to leverage your business.

YouTube

Youtube has evolved massively in even the last 5 years. It's an exciting new world! Here are some simple tips to get more from YouTube:

- Firstly, think about whether you want a branded page or a private personal page. If it's for your business, a branded page gives you more flexibility as you get different tools you can use which will save you time in the long run. For instance, you can give other people access to your channel as managing all your social media can end up being time consuming.
- Remember your YouTube homepage is crucial. The first thing you see is the top banner: keep it narrow, remember people will be looking at it on their mobile phones so don't take up the whole screen. Use that small space as best you can to get across clearly and simply who you are and what you do.
- Use both text and an image and try and keep that image consistent with images you use elsewhere so your audience becomes familiar with you.

YouTube Live really increases your watch time and ultimately, traction on your videos



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HOW TO USE SOCIAL MEDIA

- The introductory video is probably the first thing people watch. Did you know you can have two versions? One for people who have only just found you and another for your subscribers.
- The 'thumbnail' on every video is really important. This is the image on the front of your video that people see before they press play.
- Make it exciting and obvious and clickable, be bold about what the video is all about. Why would someone want to watch the video?

Titles, Tags and Descriptions:

- Tags: when you upload your video you'll be able to add a title, tag and description. Tag the video so people can find you depending on what they are searching for. Try rapidtag.com for ideas of extra tags to add
- Titles: the Title of your video is crucial as that's what the search engine reads and how ultimately YouTube will decide how to show your video to. You want a title that is popular enough to get traffic, but not so common that it gets lost in so much content. So think about balancing your niche with the popular content.
- YouTube Live takes a bit more bravery, but it really increases your watch time and ultimately traction on your videos. Don't get discouraged, be brave, persevere and try different content and different times of day. YouTube will be looking out for live content that is brave and increases your watch time and increases traction. Persevere and try different times of the day.

Twitter

Twitter is different to other platforms in two key ways: Facebook particularly has moved more and more towards 'pay to play' where posts you spend money to promote will be seen by a much higher audience, whereas Twitter still reaches a much higher organic audience. In other words it's still properly free!

Twitter like you to keep tweeting. Decide what you want from Twitter as the content you put out will determine the reaction to get. For example, funny posts tend to get shared more. Political posts can get heated, so decide if you want to get involved in that or keep your political opinions away from your business - if you are using Twitter for business.

**If you use it the way
Twitter likes you to
use it you should get
a good number of
views and shares.**



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HOW TO USE SOCIAL MEDIA

Celebrities will retweet or reply to you, if you connect properly, both in tone and message and are not just self promoting

That really goes for all your Twitter action: offer value before you push self promotion. How or why does your post stand out?

As with YouTube, Twitter loves LIVE. Their live platform is Periscope and they'll reward you if you create content on Periscope rather than pushing to other video platforms like YouTube.

Facebook

The Mothership of all social networks!

- Decide if you want a personal page, a business page, a fan page or a combination of all three. Your friends will be more interested in your children than your business audience. It also gives you more privacy for personal posts that you can share with just friends and family. You can of course push from your private page to your business or fan page.
- Build a community around what you are doing, so as with all social media don't just self promote. Join groups relevant to your business or interests and once in a group, ask questions, get involved, offer comments, suggestions and ideas.
- There are so many new features on Facebook and it's still growing fast, so keep up! Check out 'Watch Parties' where you can invite a group of people (friends or fans or followers or all three) to come and watch a video with you. They can be fun and don't get leveraged enough, so get involved.
- As with the other platforms, Facebook love to see you doing lives on Facebook Live. The algorithm that decides who to show your posts to is much more likely to show that you are going live and it will pop up in your followers' feed.
- Do remember that Facebook for business has become very much 'pay to play' so if you have done a lot of work or have great content you may need some budget to promote your content.

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HOW TO USE SOCIAL MEDIA

LinkedIn

This is a much more serious platform and is primarily used for business people to connect with business people. It is much more business orientated so less about fun. Follow people, and get involved, to be followed back. To begin with, the best form of interaction is to ask questions.

As with other platforms, LinkedIn likes to keep you within the their platform so isn't so keen on your linking to other social platforms so your traction can drop, but it doesn't seem to mind you doing that in the comments.

Groups are well worth a review and hashtags have recently been introduced. Get involved and follow hashtags for subjects that interest you.

Instagram

Remember, Instagram is first and foremost a visual platform. It's about telling stories through pictures. However, if you get the right picture, a caption, even quite a long one, can work well. Use the grid pictures and push them to your stories so they will get seen even more (do this on Facebook too).

The key to Instagram is the right picture.

And finally, my 3 top tips

1. Even if social media isn't for you, and you decide to hire someone to manage your social media for business, you should still understand the basics. Have a go, get involved, have some fun.
2. If you can only use one platform, use YouTube
3. Comment and reply to people!



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5 WAYS TO GET MONEY FOR YOUR BUSINESS

There are five key ways to raise money for your business or start up. But before we look at those, do remember that some of the best ideas and businesses in the world don't need money, at least at the start. There are many ways to make a business work and not all of those involve money. Some of the best businesses in the world started with ingenuity, innovation and people to push the idea through.

Banks

The traditional key source of raising money for a business. But as the saying goes, "The bank will give you an umbrella but will ask for it back when it's raining."

Banks are not in a strong position these days, we rarely converse with our bank managers, and banks are probably the last place to get money for your business.

So, let's look at other ideas:

Family and friends

This can be emotionally complicated and upfront the number one rule is, be clear that money they put in could be lost. If they make money that is a bonus. That sets the main rule, and then, actually, your family and friends can be a very effective way of raising money. No one else knows you, believes in you and are worth considering as long as you put the rules in place.

(Simon tells us he fell out with his brother over a business gone wrong, but also met his wife who started as a business partner.)

So set some rules. Who is doing what, who is responsible for what. And be clear it is not guaranteed they will make money or even get their money back.

**Some of the best
ideas and businesses
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at the start.**

Can you sell your product or service ahead of time?

Instead of having an investor putting pressure on you, can you use your relationship with your clients instead? Be creative and maybe look at how you can get deposits for goods or services upfront, or have agreements with clients that they will pay as you unlock certain targets, territories or markets. Bring your clients on the journey with you.



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5 WAYS TO GET MONEY FOR YOUR BUSINESS

Crowdfunding

This is still quite a new concept that initially was very product based – you shared an idea for a product, people liked it and put money in, which was then used to make the product. Now, there is also equity crowd funding so you can sell equity in your business, so that the individual investors own a small part of the business.

There are some flaws and things to watch out with this scheme. You don't want to end up with hundreds or thousands of shareholders who consider they have a voice as an owner/manager in the business. You need to structure it carefully and use specific platforms that know how to structure it so that your shareholders know their place not as managers and they aren't on your back or distracting you from your business. Can be very effective, again be clear on the rules to your new investors/ shareholders

Venture Capitalist or Angel Investor

Be aware these investors are probably providing money from a fund that is expected to produce a return. They will expect your business to perform and will put pressure on you to perform. So it could be this isn't the right form of money for your business. On the other hand, having an investor who expects you to perform to agreed targets can power you up. However, just be sure your agenda is aligned with theirs, you have a clear timeline agreed between you. Look for them to add value in other ways too and not just money.

Your team

Often companies are raising money to employ the right people. Instead of raising the money, finding the right people and paying them to work for you, try and find the right person, and talk to them directly about an equity partnership deal where they can be a partner in the company. This will save you lots of time and will allow the new person to feel real ownership of the business they are working for.

Here is the list of crowdfunding sources:

www.kickstarter.com

www.justgiving.com/crowdfunding

<https://wefunder.com>



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BUILD YOUR PERSONAL BRAND

When setting out to build a brand, you have to decide up front: are you building a personal brand or a company brand? Pick a side. You can build both, but be aware that if the person loses credibility so does the brand. A successful example of a personal brand is Oprah Winfrey, whereas an example of a tale of caution could be Lance Armstrong.

Canon is a good example of a company that builds a brand through a strategy of working with the best-in-class external personalities to build their brand. They work with professional photographers and videographers which in turn gives them reflected glory.

On the other hand, Apple had Steve Jobs – the rebel, the entrepreneur with a purpose. He was different. He built immaculate, precise products he knew people needed. Apple therefore didn't need external endorsements of personalities as they had Steve Jobs as their founder.

How to build your personal brand

1. MAKE THE DECISION THAT YOU ARE COMFORTABLE BUILDING A PERSONAL BRAND

Be aware you may lose up to 30% of your potential customers by being a personal brand. Be aware, some people will not like you. Take the example of the sponsor of a football team. Fans of that team may love it, but fans of their opposition may boycott the sponsor.

2. BE AUTHENTIC

Now that you have decided to be a personal brand, always be authentic. Speak from the heart. Don't have a false agenda. Stay true to who you are. Don't do a hard sell, you have to offer insight and value. Don't fake it. Be who you are meant to be.

3. CREDIBILITY

Look at what you are good at. Look at your gaps in your expertise. Be honest and be proud of what you are good at, but be aware of what you don't know. Bring people in to the company who balance your skills. This adds credibility to your business. On the area of your skill, keep working on it and up-skill all the time. It's an ongoing process, you will get better and better at what you do, keep learning and working on it

4. AUDIT YOUR PAST HISTORY

Check your online footprint. You may have something online that doesn't fit with who you are today. You may have changed over time. Your beliefs and thoughts may have changed and your history may not reflect your personal brand now.

5. SECURE YOUR ASSETS

Your name is an asset. Own your name and your company name. Buy your web domain URL – .com/ .co.uk / .org. Secure your social media names on YouTube, Facebook, Instagram and every new platform that appears.



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BUILD YOUR PERSONAL BRAND

Crucially: Trademark your name and your company name. This is commonly overlooked by people who think because they own the url they own the name. You must trademark your brand and your name.

6. BUILD VALUE

Be certain what you are building is needed or wanted by their consumers. If you aren't sure, ask your customers. What do they need? You need to produce value based on what your client needs or wants, whether they know it or not. Remember: add value.

7. BRAND ALIGNMENT

Good partnerships can take time and effort, but a good brand alignment or partnership can be a key to unlock your personal brand. Work with the best in class partners in your market that you can. This adds extra value to your brand.

Crucially, find something that brings value to your partner: what can you offer that they don't have? Then the money or sponsorship fee becomes second to the value exchange. something they don't have. ring something to them that they don't have. It's not about money, how can you add value to their brand. This can also increase your reach and impact. Never do a partnership with a brand that doesn't align with your values. Don't compromise for fame..stay true learn to say no.

8. MARKET YOURSELF

Be proud of yourself. Don't be shy, don't be embarrassed, talking about yourself is marketing. Shout about what you do and ask people who like what you do to tell others

In summary: Be authentic, add value, and care about your customers.



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HOW TO START A BUSINESS WITH NO MONEY

It's not hard!

If you are going to be the middleman between a manufacturer and a customer, find the best product and use your genuine sales skills, you go to the manufacturer and buy the product in a 30-day credit term. Take the product and sell it to the customer for cash on delivery. You now have positive cash flow. And you are in business.

There are investors with money to invest who don't have the ideas or time to take that business to market. If you can convince them it's a good idea with purpose, you may well find they will be pleased to invest in your idea.

Now, look at crowdfunding. You just need a good demonstration of your idea. Maybe a video demonstrating the product. Your enthusiasm and belief in the business will get investors to either buy your product up front or take equity in return for money. You now have money to invest in your business.

For free marketing, look at social media. Social media is FREE marketing. Push yourself into the market place and if your idea is good, people will buy it or at least tell their friends. Or use real life social, talk to family and friends they will support you and pass your marketing message on.

So now you are business. Take it and run with it. Good luck!



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HOW TO BUILD YOUR DREAM BUSINESS FROM HOME

- What is your business going to be? Don't start with an 'idea'. Start by thinking "What is the problem you are going to solve?" What matters to you? This will allow the 'idea' to develop naturally. Think about your skill set and how you can apply your skills to solve a problem.
- Once you decide what the problem is, then break it down into parts and focus on the parts you can solve.
- Now, you can start to reflect on how much time and resources you can put into solving the problem - and how you can make this scalable.
- A key part of a successful business is knowing what your PURPOSE is. This is a crucial part of your business, tap into what drives you, what life experience you have that you can draw on to help other people. Purpose will also bring joy to your business.
- So far you have not needed any money. Those first 4 points have not needed money. Once you have got this far, now you can start thinking about money. Remember, don't let money (or lack of it) stop you from starting a business.
- The next step is, hire some good people. Find people who have the same passion as you for the same purpose. How do you hire people without money? Line up your potential team: the right people will show any future investors that you have the idea, purpose and people to execute the business and make it successful. It gives you the credentials and proof of concept to demonstrate to future investors that you have a team
- In finding the right people to join your business go back to the key questions, "do I like you and do you like me?" And, "do I need you, and do you need me." If you have the same purpose and you like and need each other and you'll be close to a deal.
- Next comes marketing, which is fundamentally sending out the message about your purpose. Particularly using social media, there are lots of ways to start marketing your business for free.
- Finally, let's talk about money. Consider Crowd Funding, friends and family, angel investors as per the section before this. A key way to start raising money is something called MVP : Minimum Viable Product. Check out the book, "*The Lean Startup*" and learn about how to build or demonstrate an MVP. This give you a chance to show and tell people about your idea, a very simple version or prototype, and to get feedback. You may get funding through crowd sourcing or family and friends



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HOW TO BUILD YOUR DREAM BUSINESS FROM HOME

- Once you have this bit of traction, now you can start looking at scaling. Think about your client. Don't make yourself the main focus, focus on your customer. Who is your customer, what are they thinking, what do they need. Think: What does your customer want?
- Key person risk: At the beginning you are the key to your business, but how can you eventually replace yourself. You need to be replaceable, so you don't get trapped inside your own creation for ever. Someone someone else should be able to ultimately run the business in your absence. So consider early on in the process how to build a business brand and not a personal brand.
- Finally, if your business is starting to work and going in the right direction learn to say no: don't make decisions for the wrong reason. Stay true to your purpose. Be strong.

The key message to take from this is do not let money, or lack of it, stop you from starting a business. You can go a long way without raising any money. Follow the steps above and you will be well on your way.



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19 SALES TIPS AND SELLING TECHNIQUES

Up your sales game. get better at selling and you will grow your business. But sales needs to be real and authentic based on a product or service you really love and believe in. Sales is a helpful and useful service to people or companies who need your product to make their companies or lives better.

Here are my 18 top tips for authentic selling:

1. **Build a relationship with your prospective clients.** Don't just think of them as a transaction to make you money. Give real value – don't just take think about what you can take, think about what you can give.
2. **Care about what you're selling** and ensure the products or services your selling are aligned with your moral code. What is great about your product and why does it matter.
3. **Give to your prospective customers.** Before money exchanges hands, give. Give advice, give information, give testers... don't just take! As a general rule, be prepared to give 5 times and get one thing back. The more you give, the more you'll receive. Free has value.
4. **Sell from your heart, not just your brain.** Feeling passionate about what you're selling encourages others to feel that passion and then, they'll buy from the heart too.
5. **Always follow up**
6. **Prospective clients.** If you believe in your product it will be easy to follow up, because you know it will make your prospective clients' lives better. You are putting your name behind this product so if you really believe in it, it will be natural and easy to follow up the sales process.
7. **Purpose over profit.** 'Purpose makes your life easier.' Purpose also means giving back and helping anyone out there starting a business who needs help.
8. **Only sell what you love - and what you have.** Selling a future idea is potentially ok, but don't sell something you don't have to sell. You could damage your reputation if it doesn't materialise.
9. **Passion sells, not process.** Don't get lost in the process of selling, instead install and use your passion
10. **Sell a brand, not products and services.** Think about how big brands operate. Take Apple for example, whatever products they drop in the market, we the consumers want to know about and believe as it comes from the brand we trust.



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19 SALES TIPS AND SELLING TECHNIQUES

11. **Discovery.** Understand what someone needs: help your customer discover what they need. This is selling...not just trying to persuade someone they want something they may not need. Think about your customer and what it is they need and why and not just what you decide you think they need.
12. **Be authentic.** This is often forgotten. People can sniff out someone who is disingenuous. Be proud because you are selling a product that helps people run their business.
13. **Do your research** and validate whether people actually need what you're selling. Make sure the market is on your side.
14. **Politeness, persistence and timing.** Be consistent and take your time; don't bombard someone for a sale. Instead try and remain in contact and provide regular and subtle reminders of you, so that you are first in their minds when the time is right for your client to buy.
15. **Build relationships.** Make your leads your friends, not just prospective clients. A personal connection will always be beneficial to you and your organisation.
16. **Always stick to your core values.** Don't push to sell something someone doesn't need or something that you can't deliver. This means sticking to your core values and adhering to your belief, by remaining authentic and purposeful.
17. **Be kind.** Share the glory of getting sales. Share credit for your sales no matter what position you're in. Remember the rest of the team, just because you've scored the goal don't forget to share credit with the goalie, the manager, the defenders and the fans. Your success is their success.
18. **Everyone's a sales person.** Give someone a purpose not a job title. Your accountant may end up becoming your best salesperson.
19. **Be genuine with your pricing and avoid special offers.** Buy one-get-one-free for example, can de-value the product. Instead make special offers a limited time or add extra value. Stay authentic and close to your brand values.



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7 BUSINESS IDEAS YOU CAN START RIGHT NOW

HERE ARE 7 POTENTIAL BUSINESS VENTURES YOU CAN START RIGHT NOW:

1. PODCASTS

How about a podcast? It may be cheaper than you think – my first podcast only cost £100. Have you got something to share? If you're a university student perhaps you could document your time at uni for those who can't afford it, are uncertain if university is for them, or perhaps are unable to attend right now.

2. MUSIC LEARNING PLATFORM

Could you share your skills? Think about selling your expertise not your time. Maybe you can play an instrument. There is a huge demand for learning instruments. Starting an online subscription platform music learning platform in which you can teach and give feedback would be a brilliant idea.

3. ONLINE NANNY SERVICE

Could you start a global online virtual nanny business? A lot of people are working from home at the moment. A global nanny connecting platform would grant parents some quiet time whilst children were entertained by a nanny allowing more freedom to work from home.

4. HAZMAT SUIT

A lot of those in the cleaning business are out of work at the moment. There's a market for a hazmat suit that isn't necessarily hospital grade and instead something more casual that protects and gives confidence to go back to work in a safe environment. I know this is technical and not easy but business never is.

5. CHILD FRIENDLY CONFERENCE SYSTEM

During lockdown, children have been interacting with their family and friends a lot more over the phone. How about a child friendly conference system where kids will be able to connect with their family and friends around the world using a system that is durable and childsafe. They could learn to connect and have fun doing it.

6. ONLINE FITNESS OPPORTUNITIES

There are online fitness opportunities although this market is very popular I think there's a gap for small business owners. One way to go would be a value add training session adding value by giving 2 hours instead of one for the same price.

7. SELF CLEANING EQUIPMENT

Things that clean themselves – buttons, door handles, spaces that are used by multiple people need to be cleaned constantly. There's an opportunity for self-cleaning devices that is a winning solution to a global ongoing issue.



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THE DARK SIDE OF BUILDING A BUSINESS

Being in charge of trying to make the business work can feel lonely. You feel responsible for everything, your staff, your team, success or failure...it can feel lonely at the top. But I believe if you're feeling alone you're possibly doing something wrong.

HERE ARE 5 TIPS TO ENSURE YOU'RE NOT LONELY AT THE TOP:

1. **BE AWARE OF YOUR FEELINGS.** Don't just keep trudging on alone. What did you come into this business for. Assess what it is exactly that you love doing, so you can dedicate your time to the thing that excites you, This will be the beginning of finding happiness in your business again.
2. **IF YOU REALLY WANT TO FEEL LESS ALONE, START GIVING.** Giving makes you feel good and reintroduces your perspective. You have so much to gain from others, it will remind you of why you were excited in the first place.
3. **FIND A CO-FOUNDER.** You don't have to do this alone. You may be thinking, if I share it, I only get half the profit but you also get half the workload and half the pain. And between you, you may well create more than either of you would have done alone. Working with someone else creates an extra dynamic. If you get this right, you can always have someone you share the reality of the business with. Including bad times that you may not feel able to share with the rest of the team, or your family, for fear of frightening them. It's more than a business partner, and if you get this right, it's a companionship. You pull each other up and you don't feel alone.
4. **TRY SHARING WITH ANOTHER ENTREPRENEUR.** It can be liberating having someone who's in the same position as you and understands what you're going through that you download your problems with.
5. **DON'T CREATE YOUR OWN PRISON.** Often as entrepreneurs we keep our problems bottled up, suppressing difficult times and creating tension. A problem shared is a problem halved. If you find you are stuck in a business, accepting that you will have to do something that doesn't make you happy because you feel responsible for the management of the business, remember you have a choice. You can choose to get out. If you're tired and not enjoying your work do the smart thing. You can leave, maybe get someone else to run your business. You have the ability to break free, to let go, to move on. If you feel trapped, there are alternatives.
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3 SUCCESS PRINCIPLES THAT CHANGED MY LIFE

THERE ARE 3 SKILLS FOR SUCCESS IN LIFE– THEY MIGHT NOT BE WHAT YOU THINK

1. **FIND YOUR SUPERPOWER.** My superpower is dyslexia. Why dyslexia? Well, when I was teased because I couldn't read it gave me resilience. When I was asked to read a book but couldn't, I learnt to hack that knowledge by asking people to explain what they had read, giving me insights into different people's opinions. I wouldn't just have one interpretation of the book, I would have 20! This really allowed me to gain insight into different perspectives, giving me a better understanding of people. What is your superpower?
2. **PASSION IS A SKILL.** Use passion to find purpose, and purpose to complete your why. Passion will give you the drive and spirit you need.
3. **LUCK IS A TALENT.** I have always considered myself lucky. Getting kicked out of home and leaving school when i was 15 might not seem lucky but it was i had now learnt how to survive. I Didn't have a safety net so I understood at that young age if i don't hustle i won't eat. I had gained skills from a difficult situation. I was lucky.



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3 SECRETS FOR A HAPPIER LIFE

Did you know that you get more benefit running downhill than uphill? It's the same in business too. When I started my first business I was running uphill. I didn't get help and I didn't listen. Today there is so much great knowledge out there. Sure, it can be difficult to take someone else's knowledge and apply it to your own circumstances but don't use that as an excuse. Choose the easier route!

1. **I'VE LEARNT THAT SUCCESS DOESN'T EQUAL HAPPINESS.** A lot of people are successful but utterly miserable. If you're not happy in your job, quit. Life is short. Don't fall into the trap of doing something because it sounds like success. Do what you love. Do what you're born to do.
2. **YOU'VE GOT TO LEARN TO ENJOY RISK.** Risk is a skill. Embrace it and take chances. At the time it might seem tough, but push through and I guarantee you'll benefit from it.
3. **A LOT OF PEOPLE MISUNDERSTAND FEAR.** It's not something to suppress. When you feel fear, I believe that feeling is a skill that's given to us to help us push through. Think about it - fear was given to our ancestors to help them run away from predators. Without it, none of us would be here today. It was an asset. In today's world it's been wrongly categorised as something that's bad, but it's not!

Let the fear kick in. Enjoy it. It will help you.

I don't want you to grow older and one day regret not following your passion.

Things might not always be perfect, but in that imperfection is what makes life interesting and what makes you better. That's certainly been the case for me. I've had many businesses, gone through ups and downs, but by pushing through I'm now at the stage where I live an incredible life. And I've been able to achieve it all by doing what I love because I took risks and I learned to leverage fear.



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3 KEY ELEMENTS TO GETTING A DEAL DONE

A lot of people will focus on finances when trying to organise a deal but that is a mistake. Firstly, no matter what kind of business you're setting up or who's offering up the contract, you need to ensure that you get along with the person you make a deal with.

Secondly, you need to need each other. If you're selling a service then they've got to need your service and you should be willing to do the work that they expect from you.

The third key element is don't just focus on the financial side. If you can tick the first two boxes, finances will be the easiest element. Try and focus on the first two key elements for as long as possible with these firmly in place, your work will be enjoyable and meaningful, these are the factors that drive us forward.

10 TIPS FOR BUILDING PARTNERSHIPS

Over the course of your business you will have numerous partners. It's not just a practical relationship. It's so much more important than that. It's not just ink on paper. It will make or break your business.

1. **LOOK OUT FOR CHEMISTRY.** It's not just a practical relationship. Enjoy being around each other. Hopefully you have the same sense of humour as having a laugh together is hugely important. This will create a space you want to work in and hopefully make the tough times tolerable and perhaps even enjoyable.
2. **FIND PEOPLE WITH REAL MORAL CODE.** Only work with good people who have similar values to you.
3. **VALIDATION.** Try to validate the partnership you are about to embark on by asking someone who knows you well. They can confirm to you if a potential partner is the right match.
4. **DEFINE YOUR ROLES.** If you are bringing a partner on board it's crucial to clearly define job roles. It is very important to ensure people are allocated the role that is suitable to them, their skills and motivation. Even if you are in the driver seat or perhaps giving up the driving seat to someone else as long as you are clear up front.



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10 TIPS FOR BUILDING PARTNERSHIPS

5. **YOU BOTH NEED TO LOVE THE IDEA.** The passion for the idea becomes bigger than both of you. Joint enthusiasm for the idea is crucial.
6. **WHAT IS THE LONG TERM PLAN?** Don't just get the idea off the ground before having a long term strategy for the long term partnership. Global? Or local? Raising money or reinvesting? Taking dividends or investing back in. This will ensure you avoid conflict later in.
7. **SPLIT THE ROLES INTO YOUR AREAS ON STRENGTHS AND SKILLS SETS.** Do what you're good at. And agree with the breakdown of the roles.
8. **GET THE EQUITY STRUCTURE RIGHT.** The arrangement of your equity should be structured in a way that's fair to what you bring to the business. 50/50 means you both bring equal advantages and equal amounts of hard work. In a majority/minority share deal, it must feel fair to all. It can be adjusted over time but it must feel fair and not lead to feeling a damaging loss of power.
9. **RESOLVING DISPUTES.** There will always be disagreement and disputes. Having an external board member with no equity can be helpful. More helpful is understanding your partner and even their family so they can see you are looking for the best resolution for the business and not just to 'win' which creates a loser. A loser can become resentful which is very bad for business.
10. **COMMUNICATION!** This is so key with your partner. Whether it's a walk every week, or a game or talk or lunch, talk to each other. Share your ideas, worries, frustrations, excitements. Be honest. This partnership is fundamental to your business.

Finally, be patient. Nothing amazing happens overnight. You need to be patient, listen, learn and grow.

If you found this toolkit useful, please do share it!



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