

wellpolished

PRESENTS



THE HABITS

of

SUCCESSFUL

FEMALE

ENTREPRENEURS

Supporting Women IN BUSINESS

It's no secret that men dominate the top management positions when it comes to business. Therefore it's probably not very shocking that men are much more likely to become entrepreneurs. According to the 2016 BNP Paribas Global Entrepreneur Report, 66% of the world's entrepreneurs are male compared with just 34% who are female. However, research revealed that female entrepreneurs are actually more successful than their male counterparts, with 89% expecting growing or stable profits over the next 12 months.

It just goes to show that women don't have to choose between a career and a family anymore. If you're female, you CAN have it all. Well Polished asked 50 female entrepreneurs to share their advice on what it takes to build and run a successful business. From

getting a hand on your finances to juggling family life, these diverse female entrepreneurs offer a wealth of useful experiences. For some, starting a new business may seem like too much of a risk. However our guide, *The Habits of Successful Female Entrepreneurs*, reveals how you can turn your dream of running your own business into a bill paying reality.

So to all of those budding female entrepreneurs out there, dream big.





Founder of The Cornwall Camper Company

JESS RATTY

Be fearless in business, make mistakes - you'll learn along the way. It's not always been plain sailing setting up a business, working full time and being a mum, but I believe that nothing worth doing was ever

easy. I've approached everything I've ever taken on with a positive "nothing is impossible" attitude, and it's kept me strong throughout my career.

www.thecornwallcampercompany.co.uk



Owner of Jennifer Holloway

JENNIFER HOLLOWAY

Looking back to when I first set up my business, my decision to jack in a steady salary with my corporate job and go it alone was made easier when I thought, "What's the worst that could happen?" When

I realised, even if the business failed, I could ensure I had a roof over my head and food on the table, it gave me the courage to hand in my notice and set up shop.

www.jennifer-holloway.co.uk



Director of Slummy Single Mummy

JOSEPHINE MIDDLETON

One of the most important things you can learn, is how to say NO. I get masses of emails every day, and my first instinct is to want to say yes to everyone, but if you do that, you'll not only suffer yourself, from being pulled in too many directions, but your clients will suffer too. It's much better to be choosy, say yes to

just the projects that really excite you, charge properly, and then concentrate on doing those to a really high standard. You'll get much more satisfaction from your work that way, a better work/life balance, and you'll attract more business as the quality of what you do will be higher.

www.slummysinglemummy.com



Founder of Jane Kenyon

JANE KENYON

Don't listen to the naysayers, the dream thieves and the energy drainers. Surround yourself with winners and 'I can' people who will be your raving fans

www.jane-kenyon.com

and pick you up on the days when all you want to do is be a check out girl at Tesco's and believe me you will have those days.



Founder of Maternity Buyer

LIZ PILGRIM

My big motivator is telling myself 'get on with it' – it's too easy to come up with excuses why you're not doing something. We all procrastinate and worry endlessly about perfection and get overwhelmed by detail that it prevents us seeing the bigger picture.

www.lizpilgrim.com

Attention to specific detail is important but sometimes you have to take an informed risk and just do it. So my advice, get on with it and if you can't do it - find someone or something that can help. Don't live your life thinking 'what if?'.



Founder of Company of Women

ANNE DAY

I have many tips that I can share with new entrepreneurs; there's so much to consider. However, I have managed to narrow it down to these key points:

1. Believe in yourself.
2. If you have the passion, commitment and drive, you can succeed.

www.companyofwomen.ca

3. Be clear about your definition of success. Make sure it's not someone else's goal. This is your life.
4. Shitty stuff will happen; much of it is beyond your control. But what you can control is how you handle it.
5. Give back; give generously because it will enrich your life.
6. You matter. People care. You are not alone.



Founder of More Than Words

LISA LONG

Manage your work to life balance – be strict. I've had to learn to shut my office door when the children get home and to not work again until the following morning. If you plan effectively then it

should be easy. Which takes me on to... plan, plan, plan - we plan at least 3 months in advance. Publications plan way ahead too so if you want to target relevant press you need to be ahead of the game.

www.morethanwords.uk.com



Founder of Suitcase Entrepreneur

NATALIE SISSON

My advice for women is to be very clear about what you want out of your life and business and then pursue it with all the energy, determination and passion you can. Don't wait for permission.

Just go for it. Remember that business is all about trial and error. Learn what works for you and your business. If it doesn't work, then don't keep doing it.

www.suitcaseentrepreneur.com



Founder of A Fine Choice

DANIELA SCHAFFRIK

After I had decided that three kids was enough I felt that being "just" a mum was not enough for me. I needed something for myself. I wanted to do something that I could be creative with, something flexible to work around kids and their holidays. I also wanted something that didn't feel like work; I wanted to do something satisfying that would benefit myself and others. So, after a year of bouncing ideas, project planning and calculating, I started my online business for reusable eco products. My eco products are better for your health and kinder to our environment. Yes, there's been ups and downs but once you've managed the initial phase you feel great about what you've achieved.

Once you've started your own business you are open towards expanding. After 4 years in business I started my second venture: a photography business. I can be even more creative and it demands essential technical knowledge so keeps my brain running. For me it has been the best decision in my life and I hope to encourage other mums with my story to become a Mumpreneur themselves. You can do it. You have just got to trust in yourself. Ah, and by the way my three kids now want to become a photographer or run my business once I am retired!

www.afinechoice.co.uk



Founder of Gummee

JODINE BOOTHBY

Do not undervalue/underestimate the power of networking. It is amazing who you might meet & who you could learn from. Try to attend as many networking events as you possibly can, you will

undoubtedly meet invaluable contacts along the way and sometimes the value in an event can be just as much in the connections you make as it is in any sales opportunities.

www.gummee.life



Founder of Small Business Trends

ANITA CAMPBELL

Courtesy and a pleasant personality go a long way in business. Using an analogy in the medical field: it's not enough to be a smart doctor - you also have to have a good bedside manner. A recent study found that nearly one-fourth of all complaints against businesses

have nothing to do with the level of service provided, but rather are due to rudeness and poor interpersonal relations with the customer. Think about that for a moment.

www.smallbiztrends.com



Founder of Revitalize Fitness

AIMEE RODGERS

Don't let anyone tell you that it can't be done or your ideas are silly. Trust your gut instinct and if you feel passionate and focused enough to make it a reality - go for it. It's also important to ask for help when you need it, don't think you can do it all on your

own. If there are any parts of running a business that you are not sure about or don't enjoy, then outsource it so you are free to focus on the areas where you work best. Don't be afraid to fail, it shows you are trying and you will always learn something from your mistakes.

www.revitalizefitness.co.uk



Founder of Rosemarie Gant

ROSEMARIE GANT

Learn to delegate right from the start. Many people put off delegating tasks until they have reached a certain stage in their business. I put off getting a bookkeeper for several years. However accounts is not my forte and every month I would spend more time re-

arranging the look of my spreadsheets than actually doing the books! When eventually I did delegate this task I saved myself so much time, hassle and stress. Delegate!

www.rosemariegant.com



Founder of Spice Magic

PINKY LILANI

Be passionate about what you do, don't be afraid of failure and most importantly be kind. Kindness is the most powerful tool for success. People never forget kindness and if every day you do something

kind it snowballs. Kindness and collaboration are vital for small companies and yes there is always time for kindness!

www.spicemagic.com



Founder of Susan Packard

SUSAN PACKARD

You will do your best possible job at whatever you choose, if you see the work as more than a job. If you see it as a vocation. What do you love to do? What do you feel passionate about? I was on the ground floor of many wonderful programming ventures- HBO, CNBC, MSNBC, HGTV. It wasn't until I got to HGTV,

when I had the opportunity to take this category-home-and work to bring it to life, that I knew I was absolutely at the right place. And not surprisingly, it's where I did my best work. Know who you are, at least enough to make career choices best for YOU.

www.susanpackard.com



Founder of Mystery Vibe

STEPHANIE ALYS

As with any job or career, there will be highs and lows. In entrepreneurship, this is pushed to the extreme: the lows can feel so much more challenging, but the highs are so, so much more exhilarating!

www.mysteryvibe.com

You'll frequently doubt yourself, we all do. But at the end of the week you can look back at all the great things that happened and say "I did that."



Founder of Yellow Jigsaw

GRACE DYKE

The stand-out lesson that our leadership equality campaign #imnotjohn and my personal entrepreneurial journey has taught me is that ability is nothing without opportunity. So many talented

www.yellowjigsaw.co.uk

women fail to reach their potential as they wait for the right opportunity to come their way- when, in reality, opportunities are rarely given to those waiting for them. You have to go out and grab them for yourself.



Founder of Snact

ILANA TAUB

Don't be shy - go knock on doors and ask people to have a chat, ask them for advice. When we started our business, we went around talking to a lot of other entrepreneurs, people in the industry, anyone who would speak to us really... And we learned a lot. At the beginning, especially if it's your first time

www.snact.co.uk

starting a business, you might not be sure what needs to be done or what you need to think of. By having lots of conversations with lots of different people, you start piecing things together. You might be surprised at how generous people can be to help you get your business off the ground.



Founder of Pro Blo Group

REBECCA McCANN

Say yes and make it happen, because if you believe you can then you absolutely will. I am incredibly lucky to have a team who will always say yes and we work together everyday to make it happen. Sometimes opportunities come along that you hadn't planned, grab

it and find a way to make it work. My father once told me: 'find something you love and you will never work a day in your life.' This is advice I am forever grateful for.

www.problogroup.com



Founder of Claire Young

CLAIRE YOUNG

Choosing your attitude is absolutely essential for business success. Being an entrepreneur has its good days and plenty of challenging times, you need to keep focused, positive and ready for action. So, after

a tough day have the ability brush yourself off, go to sleep and start fresh in the morning. Resilience and tenacity are needed in bucket loads!

www.claireyoung.co.uk



Founder of Tamara Baranova

TAMARA BARANOVA

One of the most important habits you could get into as a successful entrepreneurial woman is planning. Personally I can always see the difference in my levels of productivity, sales, and overall success depending on how much my time and what I do on a

daily basis has been well planned. Planning serves two purposes. Firstly it helps you get really clear on what you want to achieve, when, and why. Secondly, good planning keeps you motivated and accountable.

www.tamarabaranova.com



Founder of My Showcase

NANCY CRUICKSHANK

If you have a great business idea - and a passion to work incredibly hard to launch and build it - then give it a go! Every year in the UK, some 270k+ businesses are launched by male entrepreneurs. Approximately the same number are conceived by women but almost 100k

less actually make it to launch. Why is that? Confidence, not competence, is the culprit. Women are more risk averse and less confident in their ability to succeed and make a business successful. So, my advice is simply to go for it!

www.myshowcase.com



Founder of Melody Hossaini

MELODY HOSSAINI

If you stay in your comfort zone for too long, it'll become the most uncomfortable place you've ever been. Everyone likes their comfort zone! It's where we feel safe, unthreatened and confident!

It's also the place that doesn't need us to push, to grow or prove anything to anyone. In order to run a successful business you must overcome your your feelings of 'uncomfortableness'.

www.melodyhossaini.com



Founder of We Are Word Nerds

LAURA CYPLES

Being a woman is the best. Let's face it ladies, we're better than blokes at a whole host of things: multitasking, communicating, organising. Oh, and obviously driving. So if you've got an idea you want to develop and it's something you love, just go for it. That's not to say you won't fail a few times along the

way. But failing and readjusting is okay; it's all part of the process. Adapt. After all, adaptability is the key to survival, just ask that chap, Charles. My advice to any budding female entrepreneur is simple: be confident, you are a woman!

www.wearewordnerds.co.uk



Founder of Balanced Mum
ANNA DAVIES

Running a business is an ideal way to gain control of your life but combining it with other commitments such as a family can make it challenging. The key is to manage your focus, create structure and boundaries and look after yourself. To manage your

focus, you need to be really clear on your priorities in both your business and your home life. Based on those priorities, organise your week into a routine which incorporates those tasks and put them into your diary.

www.balancedmum.com



Founder of Magic Sauce Media
RENEE BLODGETT

When you start your business, you will likely have a pretty clear idea of what you want to do, however, things quickly change. Customers give feedback you may not want to hear, others have ideas for new markets you hadn't thought of, an advisor

wants you to branch out into a new market you have no interest in and so on. During this transition, we often hang onto old ideas. Pay attention to where you need to get out of the way and where you need to lead the vision that will sustain the company in the long term.

www.magicsaucemedia.com



Founder of Awakening Business
KAYA SINGER

Building a business requires you to walk your soulful path and manifest your vision. If you're a coach, consultant, wellness practitioner or designer your business revolves around finding clients to help. This means most of your energy will be focused around marketing. Know who your target clients are. These

are the people you want to attract and help. Know what they want help with and create your heart-felt marketing message specifically to them. The wise way is to market only to them. Other people will show up but stop yourself from diluting your message to include everyone.

www.awakeningbusiness.com



Founder of Sweet Dreamers

LYNDA HARDING

Know your limitations - don't try to be everything to everyone! It's tough when you have the demands of a young family plus the ever challenging aspects of setting up and running a business! The key thing is to do one thing at a time and do it well! Prioritise and

manage your time effectively, delegate jobs to partners, close family members and friends. ALWAYS dedicate time in the day for your 'brood' and build your work schedule around them.

www.sweetdreamers.co.uk



Founder of Virtual Miss Friday

MICHELLE DALE

If you want to truly embrace entrepreneurship, the best way to do this is work it around a lifestyle choice. Don't think, "What kind of business will make me money?" or "Where can I get the highest profits?"

True riches come from happiness, and the most fulfilled entrepreneurs do something they love to do, that allows them to have the kind of lifestyle that makes them happy everyday.

www.virtualmissfriday.com



Founder of The Work at Home Woman

HOLLY REISEM HANNA

Don't base decisions off fear. All entrepreneurs go through periods of self-doubt, insecurity, and unworthiness. When these feelings creep in, acknowledge them, work through them, and replace them with an action and positive affirmation. For example, if you're feeling insecure about attending a

networking event, acknowledge the feelings you're having and write them down. Then work through how these feelings negatively impact your business. Once you've done those exercises, brainstorm ways to work around these negative feelings.

www.theworkathomewoman.com



Founder of The Fashion Dollz

KARLA ZAPOLSKI

Feel the fear and do it any way is the motto I live by. I believe it has helped me get The Fashion Dollz to where it is today. It's incredible what you are capable of when you push yourself. I've never been very good

at taking no for answer so through persistence and passion I normally get what I set out to get, and if I don't then it's not meant to be and I move on.

www.thefashiondollz.com



Founder of Made With Glove

MICHELLE HUA

Take time out. Remember to take time out and enjoy the entrepreneurial journey. It's very easy to get caught up in to do lists and trying to be everything to everyone, including being a good partner, mother, sister, daughter, friend, business woman and manager.

Seeking support throughout your entrepreneurial journey is very important and try not to feel guilty when you aren't working on your business 24/7. It will still be there tomorrow or the next day!

www.michellehua.co.uk



Founder of KG Salons

KATIE GODFREY

My saying is, "if it was easy everyone would do it". It is so hard starting and running a business. You will always get people looking up to you saying you're lucky, wishing they could do it. But they will never realise how much work and time goes into

running a business. Never give up and keep at it when times get hard as it is worth it. Staying positive is my biggest tip. What you believe and think will happen, so believe it will work and it will! Surround yourself with like-minded people and people you can offload on.

www.kgsalons.com



Founder of BorrowMyDoggy

RIKKE ROSENLUND

My advice would be to do something that you are passionate about and surround yourself with other passionate people who share your vision. Ideally be in a team where you have different skills and strengths, so you complement each other. Also, before

you start to spend a lot of time and energy, be sure there is an appetite for the service that you are trying to provide. Find something that will delight people and add value to their lives. Finally, and arguably most importantly, make sure you enjoy the journey!

www.borrowmydoggy.com



Founder of Lilach Bullock

LILACH BULLOCK

Being an entrepreneur is not easy, being a woman entrepreneur even less so. As women, we face different issues that can stand between us and success – a woman's expertise is not always as valued as that of a man, and if you also have children to take care

of, it can seem impossible to manage both a business and a family. But, it can be done. In my opinion the keys to becoming an entrepreneur, in my opinion, are ambition, hard work and a thick skin.

www.lilachbullock.com



Founder of Discover Your Bounce

NICKY MARSHALL

Always remind yourself of how far you have come. Whether it's a testimonial from a customer, a timeline of your actions or simply asking a trusted contact how they think you are doing. We are so quick

to list what we need to do, but seldom take a moment to notice and reward our achievements. My mantra: "I love myself and I love who I am becoming."

www.discoveryourbounce.com



Founder of Fotheringham Interiors
EMILY MURRAY

The road of running and driving a business forward is a very difficult one. My advice to any aspiring business woman would be to make sure you know what your end goal is and what you would like to achieve, then the steps and the necessary

decisions to get there form organically and become clear. Never lose sight of your destination and do not divert from it because you will lose energy and momentum. You can do anything if you put your mind to it.

www.fotheringhaminteriors.co.uk



Founder of Cauli Rice
GEM MISA

I always advise people who are starting a business to make sure you have proof of principle – test your business idea first before quitting your day job, or investing too much in mass producing the product. For example, if you have a food business you can test it by

selling at weekend markets. This way you can see what people think about your product and it gives you the chance to improve or tweak your business idea based on customer feedback.

www.caulirice.com



Founder of Nadia Finer
NADIA FINER

If you're super busy but not making a lot of money, it may be that you're doing the wrong things. When things get scary, it's easy to procrastinate and avoid doing the big stuff that's actually going to make money. We all do it! It's time to focus. Stop faffing about with your

website, making things look pretty and sharing photos of you and your cat. Instead, prioritise the key things that are going to have an impact and drive revenue in your business.

www.nadiafiner.com



Founder of Mademoiselle Macaron

RACHEL HANRETTY

Act like a big company even though it could start out with just you in your pyjamas. I wish I had a more formal structure to my business from the beginning. Two and a bit years later I am creating spreadsheets, documents and checks that should have been in there from the beginning. But I don't get too down about

this because I also think it's important to be grateful for every learning opportunity and remember that - however cliched it is - running a business is a journey and you pick up pieces of wisdom along the way.

www.mademoisellemacaron.co.uk



Co-Founder of Women of Influence

STEPHANIA VARALLI

In my work with Women of Influence, I've had the opportunity to meet and talk with many successful female entrepreneurs. They all have seemed to have one thing in common: starting out, they wore every hat imaginable, from roles in their business to roles at

home. As a new entrepreneur myself, I can say this was also my own experience. I discovered, as they did, the need and value in getting help. That could mean hiring your first employee, reaching out for support or taking advice from fellow female business owners.

www.womenofinfluence.ca



Founder of Kiddy Charts

HELEN NEALE

The best piece of advice I can give on running your own business, is to make sure you behave in the same manner as you would expect others to work with you. For example, if you give a deadline to complete work, meet it if you can. If you can't, have the courtesy to explain in advance that it's not going to

happen. Treating partners, customers, clients, and new prospects well will go along way to making sure that you have success, and that those that you meet along the way will keep rooting for you, and helping where they can.

www.kiddycharts.com



Owner of Frédéric

SARAH LOUISE ALLESBROOK

Don't go for every penny on the street. The business you don't take is as important as the business you do take. 'Frédéric' is a niche restaurant that stands out from the sea of local chain restaurants. We were convinced many customers wanted to support local independent businesses. Naming the business after our youngest

son reinforced that narrative to the community. Imaging is very important to convey our message. We have to be authentic not retro i.e. A traditional French Bistro with simple, honest, traditional values and good old fashioned home cooked food. Anything not authentic dilutes the message we're trying to convey.

www.fredericbistro.com



Owner and Founder of We Love Cheshire

IZZY GREY

Being good at what you do is pretty much always the pre-cursor to success, and success can mean many different things to different people. A person can be a fabulous parent and bring up well-rounded, grounded, interesting, adventurous and kind children – this would constitute their own ultimate success and would have taken a great deal of sacrifice, hard work, patience and commitment. I created my current

business We Love Cheshire - an on-line lifestyle directory - mainly featuring very good quality food and drink venues after 25 years of earning my fancy London lunches by scrubbing grotty kitchen floors! To get to this point, where I can now finally say I have personal security and a business that no one can ever take away from me is amazing.

www.welovecheshire.co.uk



Director of LifeCoaching UK

ELLIE SKYE

The best piece of advice I can give to anyone is to follow your heart. It is easy to get distracted by life, but if you have a dream that you hold close to your heart you have to go for it. Don't let others hold you back and certainly do not let people stop

you from achieving your dreams. Surround yourself with loving and supportive people. The type of people who tell you to get back on your feet when you're down and out. The type of people who say 'OK you messed up, what now? You can't quit.'

www.lifecoaching.uk.com



Managing Director of This is Milk

ANGELA PRENTNER-SMITH

Be brave. If you need help or you need something from someone – be brave and ask. The worst that can happen is they say no. Don't be afraid of being yourself, as authenticity is attractive. Be confident in

what you are offering, and don't fall into mistaken beliefs that you aren't good enough. You have the power to create magical things, but don't wait on anyone else doing it for you!

www.thisismilk.co.uk



Founder of The Barn Boutique

SHARON SHAW

A successful business will always be something of an enigma; there are so many factors that need to be in place, many of which can be out of an individual's control. I purchased my small boutique over fifteen years ago and today it has turned into a profitable but also enjoyable business. I believe my secret has been adaptation. I've tried to adapt to my clientele, the market (which was difficult during the recession), and also with the type of products I sell. I saw a gap in the market for 40 plus women who weren't ready for a full matching trouser suit. So I began

to ask all of my customers about the type of items they would like to wear, but couldn't find anywhere else. To this day, I still believe this is why the boutique had become as successful as it has, because we offer something unique.

Each year I have sought out new suppliers and each year our stock and our sales have grown. For a small shop in picturesque North Wales I knew it would be difficult to generate footfall and a good income but with persistence and adaptation I feel I've achieved success with my business.



Director of 'Menagerie' Manchester

KARINA JADHAV

The best piece of advice I can give to anyone is to have courage in your convictions. Have a vision and more importantly – follow it! It is easy to get side tracked by people's opinions but you need to stay true to your brand and essentially yourself.

Also, it is key to look after the people around you – if you have a happy team, you have a happy workplace and therefore happy customers and that, is the most important thing.

www.menagerierestaurant.co.uk



Franchisee - Well Polished, Wirral

ASHLEIGH JAMES

The beauty of being your own boss is that you get to make the decisions! Don't let negative experiences bring you down. You call the shots and you are in charge. You've come this far, you must know what you are doing, right? Even if you don't, act like you do and stand strong! From experience, if somebody associated to your business, be it a customer, a member

of staff or even a supplier gives you that inkling that something isn't right, it probably isn't! Don't ignore your gut feeling as your business could suffer. Always follow your instinct and make a decision based on the outcome you want. Take control; don't let the outcome dictate you! Always remember, you've worked hard for this and nobody has the right to bring you down!

www.well-polished.com



Founder of Well Polished Franchising

SANDRA VENABLES

My best tip for anyone who wants to be successful in business is to spend time on your business, not just in it! We all fall into the trap of checking emails, doing non-important tasks or maybe checking posts on social media as soon as we reach the office. My advice is to get rid of your old habits and hang a notice on your office door each morning saying "DO

NOT DISTURB". Take at least an hour out to plan each day. Plan what marketing messages you want to get out, plan how you intend to get the messages heard, plan what sales you want to achieve. Even if you have a busy day ahead, there's no excuse, just simply arrive into work an hour earlier than you usually would.

www.well-polished.com



Franchisee - Well Polished, Chester

JANINE CAMPBELL

Don't sweat the small stuff. That's my mantra. When I started out being my own boss, I went to bed constantly worrying about whether I'd made the right decisions that day or if I'd made a mistake at some point that would come back to haunt me! With

the beauty of hindsight, I can tell you it's not worth it. You're likely to face real problems at some point that will test you... don't waste time worrying about things that in reality, don't really matter! You're doing great – keep telling yourself that!

www.well-polished.com

wellpolished



Well Polished is an introductory cleaning agency operating through management franchises across the UK and Portugal. 80% of it's management board and 90% of it's successful franchisees are female.

For more information visit
www.well-polished.com