

INTRODUCTION

1. WHY START YOUR OWN BUSINESS?

I would like to start this book with why it is great to start your own business, because once you think you want to do it, and evaluate if you really want to do it, you might get put off by everything that is involved. So, let me point out to you why it is great to start something by yourself.

BE YOUR OWN BOSS

This might be obvious but I would like to state it anyway. **You will be your own boss**; you won't work for someone else, as you will work for yourself. This keeps most people motivated when they hit the stage where it might not be going as planned.

SELF-EXPRESSION

It will give you the chance to **fully be yourself** and express yourself in ways you might not be able to when you are employed.

DO WHAT YOU LOVE

Most people that start their own business will do so out of a **passion**. They will do something that they love and they have found a way to make a living out of it. That is certainly what happened in my case.

INSPIRE

You have the chance to **impact** people directly through your work and **inspire** them. Being an inspiration to others is very rewarding.

WORK ANYWHERE

Depending on your business, you might be able to **work from anywhere**. You can choose your favourite place in the world and work from there, or you can move around the world and become a digital nomad.

CREATE JOBS FOR OTHERS

If you aspire to build a business that grows, you will be able to **create jobs**. How great is that!

FLEXIBILITY

Your business = your decisions and your deadlines. You decide your working hours and you can be **flexible** about holidays etc. Being your own boss brings a lot of responsibility but also a lot of flexibility.

FEEL THE PRIDE

Starting your business will take up a lot of your time but you should acknowledge your **achievements** from time to time and **be proud of yourself**.

TELL YOUR STORY

Having your own business and connecting with people is a great way of **telling your story**. And everyone has a story, believe me.

GIVE SOMETHING BACK

You might want to decide to **give something back** to a specific community or charity that is close to your heart. Having your own business makes it easy by donating some of your profits to it.

RE-INVENT

Being your own boss makes it easier to **re-invent yourself**. It might be a second career in a totally different field that you decided to take.

RECOGNITION

You can apply for different **awards** associated with your business and gain external **recognition** for your achievements.

2. WHY I WROTE THIS BOOK

I used to work in design agencies as a Strategic Consultant and Senior Account Manager, for more than 10 years, but after that time, I did not enjoy it as much anymore and wanted to do something more rewarding. I wanted to help people. I didn't really know exactly what to do though. I decided to train as a Coach and knew I enjoyed helping people, talking in front of people and passing on knowledge. I started to call myself 'Life Coach', but a niche quickly found me. It turned out that I **enjoyed working with start-ups**. Their drive rubbed off on me. I narrowed down even further, working with **creative start-ups**, people that work in a creative way. Then a lot of clients and start-ups said that they struggle with **marketing**, and as this is my expertise, I should offer these services as well. My title was born: **Marketing and creative start-up Coach**.

I began my start-up journey whilst I had a full-time job. I worked every lunch hour, every evening and weekend on building up my business. It was very stressful, and after a while, I was lucky to find a part-time job in marketing as a maternity cover. This gave me a nine-month deadline to get my business up and running, paying my bills with the salary of the part-time job and my savings. Towards the end of the nine months I panicked a bit. I didn't really have enough clients and I had spent all my savings, but it all worked out. I was able to secure contracts with **universities**, supporting their start-up students, and another one with a **small company** in Chelmsford, where I live, to do their marketing. I also took on **individual clients** and supported them in their start-up journey. I now also offer **online courses for start-ups** (www.creativestartupacademy.com) and write **books**, like this one.

During my start-up journey I struggled with where to start, what sources to read and how to cope with it all. I then came up with a **solution** that will **make it easy** for people to start their own business. No matter what industry you are in and what the

nature of your business is, I identified **six steps that every start-up should go through** to minimise the risk of failure.

I have also created lots of **freebies** for people to download including 'How To' guides for social media, an eBook 'The Ultimate Knowledge Toolbox – free resources and tools every entrepreneur should know about' and many more
www.creativestartupacademy.com/freestuff

The Start-Up Formula™ I have developed will give you the structure you need to **make starting your business easy**, which means that you can get started; you will feel **less stressed** and have manageable steps, rather than trying to do everything at once. It will help to minimise the risk of failing. You will become more **focused** and **structured**. It will also help you to **prioritise** your tasks.

After reading and working through this book, you will have put everything in place that you need to make starting your own business easy. There are **exercises** throughout the book and links for **downloadable resources** for **further support**. This is a very **practical book** that will help you in the real world, rather than giving you the theory.

And here it is – **The Start-Up Formula™**, '**CHANGE**' – an acronym standing for:

Clarity

Hold on to your values

Analyse who you want to work with

Narrow down the steps involved

Grow your confidence

Engage your audience

CLARITY

Find out what makes you **happy** and set yourself a **clear goal**, because having a clear goal helps you to achieve it and to identify when you have achieved it.

HOLD ON TO YOUR VALUES

Discover your **business values**. This will make your decision process much easier and is a good starting point for what you want to stand for.

ANALYSE WHO YOU WANT TO WORK WITH

Define your **ideal clients**, business partners and colleagues, define your tone of voice and know where to find them. It will be the basis for all your marketing activities.

NARROW DOWN THE STEPS INVOLVED

Starting your own business can be **overwhelming**. **Planning** and narrowing down the **steps involved** will help you get things done. It will give you a **good overview** of what is involved.

GROW YOUR CONFIDENCE

Everyone has a low point at some time with their business. You need to **stay motivated** and build up enough confidence to move forward.

ENGAGE YOUR AUDIENCE

Put a **1-year marketing plan** together and know what each marketing activity will cost – in time and money.

In this book, we will go through all the steps. **Enjoy!**

Your marketing and creative start-up Coach – Christine

Buy the book on Amazon: www.startup-formula.com

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