

50 GREAT TIPS FOR
FEMALE ENTREPRENEURS



#WomensInspire



**WOMEN'S
INSPIRE NETWORK**
Supporting Female Entrepreneurs Everywhere

1. Get qualified advice for your business idea, can it work, is there potential etc.
(Mags Boland Murphy)
2. Keep it simple (Mags Boland Murphy)
3. Contact your local enterprise office for advice and funding options
(Mags Boland Murphy)
4. Research as much as possible, and carry out market research surveys anonymously (survey monkey is great) so you are getting honest feedback. Know your target market before you start and listen to what they want.
(Susan Murphy)
5. Believe that everyone will want what you have to offer a be hugely excited by this.
(Pat Murphy)
6. Be aware of the things you are good at. And get someone else to do the things you are bad at. It will save you money in the long run. No one is good at everything.
(Rhona O'Connor)
7. Be persistent. Rome wasn't built in a day. Some people think because they haven't made millions in the first month, it's time to throw in the towel (or toga being Rome themed).
(Fiona O'Neill)
8. Keep moving forward & never quit!
9. Building a website is a job half done.. so many businesses build a website and then expect it to deliver customers by simply being there, you need to continually spend time and resources driving traffic to your website. Think SEO, social media, email marketing, online advertising as well as offline marketing techniques.
(Louise Mc Donnell)
10. If and when you lose your way (usually a temporary hitch or lack of confidence) go back to where you started and remember why and what you started.



11. DON'T compare what you do to others doing something similar. (Mary Drea)
12. Create your own niche in the market. (Mary Drea)
13. Gather your following and create YOUR OWN community. (Mary Drea)
14. Market to them. (Mary Drea)
15. Be you. Be real (Mary Drea)
16. You are your business. Be prepared to have to dig deep and become very self-aware of strengths and flaws. And then play to your strengths and win.
(Michelle Duffy Rudden)
17. Treat others in business how you would like to be treated. (Miriam Lloyd)
18. Visualise one person you know well to represent your ideal customer because you can always ask their opinion and advice when you are stuck in trying to market to them.
19. Test your ideas before you jump in and do them. Listen to the feedbacks.
(Emer Carr)
20. You need to approach the business in a 'profit' oriented manner. Entrepreneurs often set up their business, doing something they are passionate about, but forgetting that business is business. You are in business to make money primarily and if you are having fun doing it, well that's ideal.
(Betty Kehoe)

21. Pay yourself first. You did the work and so you should be paid, just like any other service you engage. While the percentage is up to you, your business, and your business structure; the thought of that percentage should make you a little uncomfortable. Paying yourself should not be negotiated and you shouldn't draw back on it once paid. (Kara Lambert)

22. Build your circle/tribe/people you trust and support and who support you. (Helena Gilhooly)

23. Keep going! Don't give up! (Linda Shackelford)

24. Don't be afraid to say no or fire a client. Taking on a client for the sake of it, is not always a good idea for you or your business. Make sure they fit your business and you can work well together. Nobody needs 3am calls and texts for things that can definitely wait! (Steph Quigley)

25. Be prepared for the day to arrive when after fighting hard to impress and prove yourself to others, others begin to fight hard to impress and prove themselves to you. This is a culture shock of epic proportions. (Catriona Mulhern)

26. Be sure you engage a reputable chartered accountant, who takes the time to understand YOUR business, and who helps you stay on top of your numbers, understand your cash flow, keep on the right side of the taxman, and grow your business. (Róisín Prizeman)

27. Get a mentor much sooner than you think you should! (Jillian Morkan)

28. Start before you're ready, just start if you really feel you can make it work. Get your research done and pick your start date. (Gillian Hayes)

29. Know who your customer is, as without customers you don't have a business you have a hobby. (Niamh Pedreschi)

30. Work by the rule: Underpromise; Overdeliver! (Kajsa Kinsella)

31. Believe you can do it and just do it. (Mary Roche)
32. Get a good accountant. (Mary Roche)
33. Network like your life depends on it (your business does). (Mary Roche)
34. Pretend you are confident. Visualise it. Then be it. (Mary Roche)
35. Don't waste time on non-payers. (Mary Roche)
36. Get paid. (Mary Roche)
37. Don't over commit (but you can over-deliver)! (Mary Roche)
38. Install the Facebook pixel on your website sooner rather than later.
(Marie Collins)
39. Set up boundaries....friends and family can't just call in because you work from home! You need to tell people you are WORKING.
(Debbie O'Connor Moriarty)
40. There is never a PERFECT time to launch. You will always want to improve something. Sometimes you just have to push yourself and take the leap. Push beyond your comfort zone, reflect and repeat this every few weeks.
(Claire Kinsella)



41. Don't get too distracted by the competition - you can't drive a car by looking at the other cars. (Felicity McCarthy)
42. Launch before you are ready and remember there is always a way around the obstacles. (Fidelma Greene)
43. Network Network, Network (Larissa Feeney Aca)
44. Know your numbers, seek support, work hard, stay on the right side of the tax man and never lose sight of what your customer wants (Larissa Feeney Aca)
45. When you are starting out there is always the temptation to be a heroine and do it all yourself ! But this can put a lot of pressure on you and can hold you back! Ask for help when you need it. Outsource the jobs that you find difficult and work towards your own strengths. (Lucy Hall)
46. Lead by example. (Mary Roche)
47. Pretend you are confident. Visualise it. Then be it. (Mary Roche)
48. Surround yourself with people that support you as much as you can and don't compare yourself with others - especially on social media!! (Julia Bramble)
49. Find a mentor to help give you confidence and connect you to other people. And networking events are a great way of getting the word out there as well as honing your elevator pitch - practice your one liner before you go to any events so when someone says what is your business you'll answer with confidence! (Jill Holtz)
50. Surround yourself with like-minded people who 'get you' and what you do. (Samantha Kelly)





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