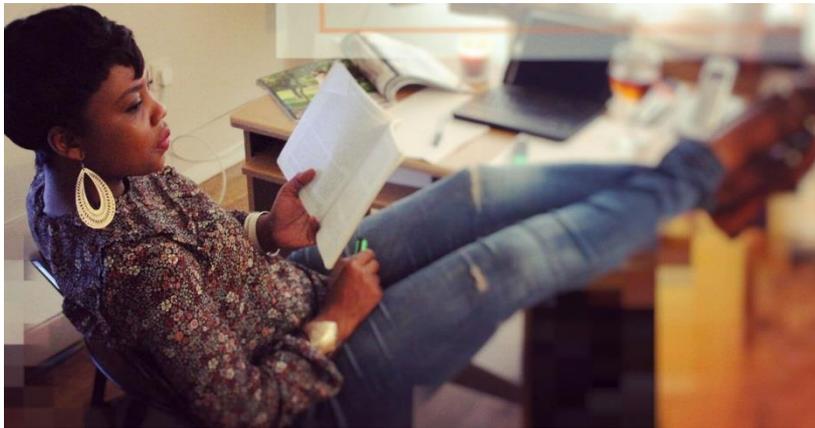




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WEDDING PLANNER | AUTHOR

Thank you for downloading my
'Secret Tips for First Time Business Owners'.

My name is Lawunmi Adeniyi and I am
a Wedding Planner (Golden Aisle Weddings)
and author of recently released book
'Secrets to a Work-Business Balance'.



Please let me know your feedback!



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1) Start with small steps

Don't be in a haste to be successful in your business. You can set some goals for yourself, but be sure to have set realistic goals. If you aim too high and expect a lot from yourself at an early stage, you will find yourself getting frustrated with your progress and discouraged by the growth of your business.

Once you have set your goals, don't be too hard on yourself if you are not meeting them within the time- frame hoped for. Remember that each small step will lead you closer to a long-term success, but otherwise, if you start off big without a clear direction or essential knowledge, then you may find yourself hitting a big wall in the process.

2) Stick with what you know first

As a start-up business, it is easy to unintentionally weaken your brand or lose focus or direction of your brand. Once you begin hopping from one trade to another and doing too much, it can confuse your consumers regarding what your brand actually represents. Trying to do too many things at once just because people are doing it without any knowledge or expertise in that chosen field can also result in failure. Be the best in demonstrating what you already know and then gradually expand your knowledge and then explore other areas that may be of interest.



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3) Put the pride aside.

Embarking on a new business venture is much too difficult to do alone, hence why you will need help during the process. Don't be proud to ask for assistance with your business plan. People will respect your willingness to learn. A great and warm personality also matters; being friendly and approachable. Your willingness to help and volunteer in areas where possible without been asked to, can attract people, and because of that, they may want to recommend your service to friends and family. Therefore, reach out to business professionals for business start-up advice, attend short courses, or business seminars related to your desired career. Get rid of the 'I can do it all by myself' attitude.

4) Be ready to commit

Whether or not you would like to start a business while juggling a 9 to 5 job or would like to be certain that your business can bring in a steady stream of revenue, firstly, it will require a lot of commitment and effort on your part to make it work. If you have a passion in the business area you want to explore, no matter how busy your schedule or lifestyle is, have the time to invest in and nurture your business. This includes having a passion strong enough to surpass the frustrations and struggles that may arise along the process. The effort and time you put in determines how well your business will flourish.

5. Prioritise



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Some people prefer focusing on the easier tasks just to get it out of the way and then start focus on the time-consuming ones.

Although this may not always be the best approach, but it really depends on how best you work. Having a day job as the main source of income also means not being able to commit to anything else (during work hours) that will affect your work performance or cost you your job. When it comes to the business side of things, you can streamline what tasks carry the most weight and know exactly what needs to be done, in a given time. Allocate your time wisely to each task to ensure that all is completed before the deadline as this will be an added value to your business – keeping to time constraint projects and consequently running your business in an efficient manner.

6. Be Organised

Keeping on top of everything is a huge task on its own. Organisation is one of the key attributes for first time business owners. Plan things in advance and assume the possibility of the unexpected. It may be worth considering having a process map for your business. That way, you are following every step of business standard procedure to avoid any loophole when dealing with clients. Having a schedule planner will enhance your creativity and ability to spot a possible problem before it happens. As a business owner, it is best finding a method that will work for you and your business.

7. Be patient



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Listening to the right advice is valuable to your business. Majority of start-ups and small businesses take time to be profitable and when starting a business alongside working full-time, you need to prepare yourself for a slow start. A lack of success or progress can almost be boiled down to a lack of patience, and one can lose control, focus and understanding. When we lack understanding and patience, we also lack the ability to plan and set realistic expectations. When you are patient, it will serve you well, being able to remain calm under pressure, especially while dealing with difficult clients.

8. Always learn

Personal learning and development are vital in starting a business. You can learn through online courses, blogs, articles, magazines, books, and much more which will increase your knowledge in your chosen business sector. This is where you focus on your area of development and refine the skills that will prepare you for your new business venture.

Bonus tip: Don't give up

If you want to become an entrepreneur, you will need to think like one. Don't be discouraged by what people may think about your progress. Just keep pushing for results and never give up. If you fail with one idea, you could start another. A bad idea does not make you a failure, but learning from your mistakes and re strategising on a new plan will take you a step closer to success.