



## Like A Boss Girls Business Plan Basics

### The Entrepreneurial Mindset

So you want to be an entrepreneur? Awesome! And congratulations on recognizing your entrepreneurial spirit. Now, it's time to hone it and OWN it! You can start by fostering your entrepreneurial *mindset*, which are your beliefs and attitudes towards yourself and your ideas. Research shows that more than start-up cash or the "big idea," the key to being a successful entrepreneur is developing and embracing qualities like the following. How many of these traits do you recognize in your own personal mindset?

**1. Passionate:** If you expect others to buy into your big idea, you'd better love it yourself.

Besides, you may spend years growing your business from the ground up, so the more passion you have for your idea, the better!

**2. Visionary:** Many entrepreneurs have a strong image of what they're hoping to accomplish and how it can impact society at large. It's this vision that keeps entrepreneurs going, no matter what.

**3. A Willingness to Take Risks:** Ever heard the saying, “There are no guarantees?” That couldn’t be truer when it comes to creating a company. *Risk* is guaranteed, but there’s no guarantee of success.

**4. Hard-Working:** Building something from nothing takes lots of energy and the commitment to do whatever it takes to reach your goals. Ready to persevere?

**5. A Willingness to Boldly Self-Promote:** Entrepreneurs have to be willing to toot their own horn through social media, networking, and marketing efforts to bring attention to their business and get others excited about helping it grow.

**6. Organized:** Since entrepreneurs often wear many hats (CEO, budget wrangler, PR extraordinaire, marketing guru), organizational prowess goes a long way.

**7. Adaptable:** Being willing to reexamine your idea and adjust it depending on what’s happening in the market is key when it comes to keeping your idea on the money (pun intended).

**8. Optimistic:** The road to success may be long and twisty, so it only makes sense that insecurities and fears may creep in from time to time. Having a positive attitude can keep you going, even when facing challenges and doubts.

**9. Ready to Network:** Some say that when it comes to being successful, it’s all about “who you know.” Entrepreneurs have to be willing to reach out and connect with influential people who can champion their idea. (Yes, even the shy ones.)

**10. Confidence:** Believing you can do it is more important than how much money you have, how big your idea is, or how many people are helping you out. Believe in yourself, and you’ll be amazed by the results!