

REALIZING A VISION, YOUR TOOLKIT FOR SUCCESS

Words of Wisdom for Young Female Entrepreneurs

By

Sylvia R.J. Scott

**These excerpts are portions of the chapters. They do not include illustrations
nor any of the exercises.**

DEDICATION

This book is dedicated to the Girls' C.E.O. Connection™'s Teen Editorial Board and Young Women Ambassadors. Your advice, words of wisdom, and time spent in high school as advisors and editors was invaluable. I will always be grateful for your enthusiasm, commitment, and feedback.

Editorial Board: Addie Budnik, Dani Dresdner, Maddie Gordon, and Hadley Shalowitz

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ABOUT THE AUTHOR
Sylvia R.J. Scott

ACKNOWLEDGMENTS

This section is such a delight to be writing. I get to thank so many people for their support and contribution from the very first word to the last. As Russell Simmons says, “Surround yourself with people who are smarter than you. Pick people who are interested in what you're interested in.” That’s what I did. They made it possible to shape this book into a guide for young female entrepreneurs to become successful with their businesses and daily lives.

Thank you to my long-time friend Rieva Lesonsky. She’s been with me since I first had the idea and has been behind me all the way to the end. Along with being a friend, Rieva is a mentor and has shared with me great connections. I will always be grateful for her friendship and advice on many topics as well as being a member of the Girls’ C.E.O Connection™ Advisory Board.

I owe my parents, Roger and Betty Jo Scott a lifetime of gratitude for the wisdom they shared with me growing up. My dad passed away at the age of 63. Dad came from an entrepreneurial family and passed along knowledge he gained while in business. I’m sorry he won’t be able to see I’ve written a book for high school girls and entrepreneurship. My mother lived to the ripe old age of 89 years old. She did an incredible job of raising eight children for 27 years after Dad was gone. During that time, she taught me what a woman needed to do for a successful life. I will never forget her telling me to always mind my own business and that gossiping about others would get me in a lot of trouble. I wish she were here to see the book come to fruition and her contribution.

There are two well-established and successful women entrepreneurs, authors and public speakers who played a significant role in my becoming an author. Susan Solovic and Debi Davis encouraged me at different times on my writing journey. I am blessed to have them in my life and can't wait to give them a copy of this book. Debi is a serial entrepreneur and advocate for advancing young people to move beyond their limitations. Debi gave me pointers on how to deal with difficult people and then how to keep moving forward in challenging times. Susan is a member of the Girls' C.E.O. Connection™ Advisory Board and always reminded me to just take writing the book a day at a time. I learned from her to set aside a certain number of hours each day to write. I tried for two to three hours and realized how hard it was to do that at times. When I got frustrated, I would think about what Susan said on taking it one day at a time. I also reflected on Debi's advice on how to keep moving through challenges. And, that is exactly what I did.

Before I continue with accolades for people on my writing journey, I want to thank my publisher, Dr. Morissa Schwartz. Never in my wildest dreams did I ever think I would be so lucky as to have GenZ Publishing as the publisher. Morissa is also the owner of Dr. Rissy's Writing and Marketing, author, the Voice of Generation Z, and a fantastic singer. I've always loved working with Morissa and have appreciated her enthusiasm of my work as an entrepreneur and as a member of the Girls' C.E.O. Connection™ Advisory Board. I want to also thank the GenZ Publishing team for their part in producing my dream.

I want to thank a group of friends from across the country that are financial sponsors for the book. Their sponsorships helped with expenses along the way. Okie Arnot, Owner of Colorado Legacy Home Team; Amy Bean, Executive Director, Friends or Katy Trail; Ella Delio, Director of Environmental Programs, Greater New Orleans Foundation; Amy L. Duncan, CFP

Financial Planner, Co-Owner Team Duncan Financial; Carol Frohlinger, President of Negotiating Women Inc. and Mary Vigeant, Owner of SophiColor® Collections-Precision Textile Color, Inc. Ladies, you are truly the best.

I am so lucky to have a network of highly accomplished women entrepreneurs with interesting stories and amazing advice. The best part is that I am able to share some of their stories with you. Whether they are still with their initial businesses or pursuing college degrees they are women to learn from continually.

This book wouldn't be as visually descriptive as it is without the incredible illustrations by artist Eleni Sofroniou, Fall Into London. Eleni lives in London as you might guess by her business name and was a joy to work with for two years. I am grateful to Carrie Green, founder of the Female Entrepreneur Association for connecting us. It was a real learning experience to work long-distance with someone who is integral with making the book a success.

Members of the Summit County Colorado Writers Critique Group were incredible supporters. They listened to my reasoning, and I listened to their advice and criticisms. It was a marvelous experience brainstorming with them. I do believe they learned a lot about high school girls and young female entrepreneurs while encouraging me to add more stories.

Writing the acknowledgement page, I am reminded how lucky I am to have a network of good friends and business associates. I've enjoyed watching that network grow and am so grateful for it. Most of all, I look forward to more young women becoming entrepreneurs and taking advantage of the skills and traits shared in *Realizing A Vision, Your Toolkit for Success. Words of Wisdom for Young Female Entrepreneurs.*

INTRODUCTION

*Realizing A Vision, Your Toolkit For Success
Words of Wisdom for Young Female Entrepreneurs*

INTRODUCTION

REALIZING A VISION, YOUR TOOLKIT FOR SUCCESS

Words of Wisdom for Young Female Entrepreneurs

What Makes *Realizing A Vision, Your Toolkit For Success* Different?

You may be asking yourself, what is so different about this book over others on teen entrepreneurship? So many of the soft skills you need to know to build a sustainable business are not taught in school. It's been proven females learn, communicate, and lead differently than their male counterparts. Unfortunately, there are very few organizations that focus on what traits, skills, and behaviors female entrepreneurs need to develop for success. I want to ensure whoever reads the book understands the importance of them with accomplished women entrepreneurs.

The wisdom shared in the book can be a powerful tool for growing a business. It is meant to help you get more out of your own life as much as it is in your business. Before I go further I'd like to share that I wish I had known all of this before I left high school. Life would have been so much easier. For one, I may have been able to talk my dad into helping me start a business after high school graduation. Then I would not have needed to go to a university that I really didn't want to attend. I could have stayed in Tulsa, had my business, and attended some classes from the Tulsa University. That would have been so cool.

I also wrote *Realizing A Vision*, to help many of you develop the vision for your business, with the ability to take on the world. I've met so many high school girls who are unique and self-sufficient. In fact, I admire that all of you are quite capable of making your own decisions. It doesn't make any difference what industry you've chosen for your business. And knowing how

to develop your vision statement and vision board will help with visioning more than a business. Just those two actions will help you with visioning other life choices. I made a vision board in graduate school that showed every place I wanted to travel, my vision to help Afghan girls and women to become entrepreneurs, and even how I wanted my kitchen and bedroom to look.

For those of you who don't know about the Girls' C.E.O. Connection™ and The Realizing a Vision Conferences, this book is named after the conference. They are created to bring together high school girls with like-minded peers and introduce them to influential women entrepreneurs. Throughout this book, you'll be introduced to young women who have built exceptional, innovative, and profitable businesses. You'll learn from award-winning women entrepreneurs who have mentored others to start and grow successful businesses. What's really cool is that some of these women were speakers at the Realizing a Vision conferences. Even though some of you weren't able to attend one of the conferences, you'll be getting some of the same information by reading the book. The contents come directly from the topics selected for the conference breakout sessions and discussion groups.

Several of the speakers from the conferences told me they wish they had known about the skills and traits early on with their businesses. I've always figured if these women thought the topics were important for them or for other women to understand, they were then important for high school girls. Some of the women felt just like I do. Life would have been different if they had known about these traits and skills in high school.

If you Google "skills, traits, and behaviors of successful women entrepreneurs" Realizing a Vision, The Path for Teen Girls to Become Successful Entrepreneurs is at the top of that Google page. When you look at the images connected to it there are pictures and samples of invitations from several of the conferences.

Putting all of this together, *Realizing A Vision, Your Toolkit For Success* is actually a guide for female members of Gen Z between the ages of 14 and 18. Some of you may have a business while others may be deciding if it is the right time to do it or in the near future. For those of you who are on the fence with starting your own business, once you hear the stories of the entrepreneurs featured in the book, you'll see you can have a business and be successful with it no matter what your age, passion or vision. The book shows how to use your talents to reach your goals for attaining financial independence. For some of you, if you are like I was in high school being an entrepreneur means freedom. I wanted to be able to use my love and talent for fashion retail to start a small store that I dreamed about. While stores like that are becoming a thing of the past in some places there is e-commerce, online stores and Etsy. Today being an entrepreneur can translate into businesses in technology, art or dance classes, non-profits, and bakeries.

Your generation can impact the world. You know it all starts with an idea, an overwhelming passion, and a vision to find answers to a challenge or problem. After all, you are part of the most imaginative generation our society has seen in a long time: ready to have a mission, be confident and optimistic. Rather than learning how to write a business plan, create a marketing plan, or manage finances, in this book you will learn the characteristics and behaviors of exceptional women entrepreneurs.

Sharon Hadary, founding Executive Director of the Center for Women Business Research provided me with valuable insight on the characteristics of accomplished women. These pointers are included in most of the chapters.

Understanding your opportunities, challenges, and even social issues will provide you with skills to become an effective student, leader, and entrepreneur. In fact, you will enhance your creativity while you become a strategic and independent thinker.

This is more than a self-help book or a guide on how to set up and sell on Etsy. Neither is it an instruction book on selling DIY crafts or decorating projects on your e-commerce website or at contemporary outdoor art and craft fairs and festivals. You don't even need an instruction book for any of those business ideas. All you really need is YouTube.

Creating and writing a business plan and learning the other hard skills are usually not part of the high school curriculum. They are taught in high school business classes, after-school clubs, organizations, summer college programs, and on YouTube. On the other hand, *Realizing A Vision, Your Toolkit for Success* gives valuable information to high school girls on the skills, traits, and behaviors needed to become accomplished young female entrepreneurs. For emerging entrepreneurs it will help you stay one step ahead of the girls who think the hard skills are all they need to know to become successful.

I wanted to leverage the knowledge I gained over the past 20 years from highly respected women entrepreneurs, business owners, experts, and authors. I want to ensure whoever reads this book has knowledge about the skills, traits, and behaviors of accomplished and award-winning women entrepreneurs. The insights shared are those so many accomplished women entrepreneurs across the country told me they wish they'd learned early on with their businesses. Some told me they even wished they'd had the information in high school.

I've met so many young women like you who are unique and self-sufficient. There are also young women who have very successful businesses in high school and college. What's a shame to me is that their businesses are no longer contributing to the economy. Rather than sell

the business or pass it along to a family member their legacy has disappeared. They are no longer role models to future women entrepreneurs. I wrote *Realizing A Vision, Your Toolkit for Success* because I wanted to see your generation become the best of the best, the smartest of the smart with the ability to take on the world. It doesn't make a difference what the industry is or the interest for your business. In this book you will be introduced to women of all ages and backgrounds who have built exceptional, innovative, and profitable businesses.

Laura Gallagher, The Creative Company

I want to tell you about a woman in Madison Wisconsin who began her public relations agency right after her college graduation. Laura Gallagher, owner of The Creative Company was told by her college professor she would be a success in public relations and marketing. He taught Laura's consumer behavior class and encouraged her to start a business.

However, that professor was not the first person that wanted to see Laura's entrepreneurial talents expand. Growing up she loved to fish with her father. At 11 years old Laura's father suggested she sell night crawlers to fisherman. If you want to know what a night crawler is, well it's a worm used as bait to catch fish. My grandmother and aunt used night crawlers for fishing. It was the last thing I would want to dig up and sell. Laura was used to digging for the worms. When she decided to sell them to fisherman it wasn't just a few worms. It was an abundance of them. Wonder what it's like to keep an inventory of worms in a bucket when ants decided to join in? It's a lot of work. Laura had to keep digging to replenish the inventory daily. I would guess that lesson in persistence helped Laura to start her business over 30 years ago.

It began as a public relations agency with Laura and a small group of college students. They were working with one client, a hotel. In 2021 The Creative Company has clients across

the country and is an award-winning public relations, marketing, and web development firm led by the award-winning woman business-owner, Laura Gallagher. And Laura continues to have a small group of experts working with her

Helen Keller said, "Alone we can do so little, together we can do so much."

The Realizing A Vision Supporters

Every successful female entrepreneur I know has a group of people around them that help them to grow their business or are cheerleaders. Right now I would like to thank a group of friends and business associates who have been my cheerleaders and supporters with this book. Mary Vigeant, CEO and Owner, SophiColor® Collections-Precision Textile Color, Inc.; Okie Arnot, Broker and Owner, Colorado Legacy Home Team; Amy Bean, Executive Director, Friends of Katy Trail; Ella Delio, Director for Environmental Programs, Greater New Orleans Foundation; Amy L. Duncan CFP, Team Duncan Financial and Maloney Securities; and Carol Frohlinger, President, Negotiating Women Inc.

How to Get the Most from this Book

I encourage you to read through the book and consider all the topics. Try to be open to learning the characteristics and skills outlined throughout the book. The first-hand knowledge shared in this book can be a powerful tool for growing a business of any size and making your life easier. It doesn't matter how old you are or how long you have been in business, you will gain valuable tips. I have seen how the information helps to increase the ability of young women to make a difference with their businesses. There are young women with established businesses who blow relationships by not practicing some of the techniques discussed in this book.

Look at the Table of Contents. After you review chapter contents take a peek at the written exercises. They were created to be as essential in guiding you as the information in the chapters. While reviewing the contents of the book, look beyond your environment and think about the limitations you have placed upon yourself. You may find advice that will help you make changes in your thinking.

I Wrote This Book Because

I wanted to see all Gen Z high school girls who are entrepreneurs and emerging entrepreneurs become as accomplished and influential as the trailblazers ahead of them. The hard work and determination to succeed along with becoming financially responsible will have a strong effect on the world you know. Opportunities will come you never dreamed about. There may be somewhere you can make a difference.

Just imagine your story as an inspiration for girls to move forward with entrepreneurship. Most of them will be looking to find solutions to problems or develop services no one ever thought possible.

As you read through it, you will easily be able to apply some of the points to your life and as a young female entrepreneur. Whether you are an emerging entrepreneur or are in business, for the techniques to work you need to be committed to your growth and success.

When you finish reading the book and completing all the exercises in it, you will have a tool kit filled with wisdom. So let's get started figuring out how the qualities will make that happen for you.

CHAPTER 1

PASSION

An Essential Ingredient for an Entrepreneur

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PASSION

An Essential Ingredient for an Entrepreneur

In this chapter you will meet three young female entrepreneurs whose passion opened doors for them to create successful businesses.

Stacey Ferreira, Millennial Serial Entrepreneur and Author

I'd like to introduce you to 27-year-old Stacey Ferreira. She is one of the youngest female CEO's and co-founders in the tech industry to launch and grow not one but two successful businesses. Because of her journey as an accomplished young entrepreneur Stacey, always has excellent advice for young female entrepreneurs. In 2011 Stacey was 18 years old, a senior in high school, and lived in Arizona with her parents. While she initially wanted a career in the music business, she and her brother began thinking of company ideas while he was a student at the University of Southern California. They called one of their ideas MySocialCloud.com, and developed it into an online bookmark vault and password manager. Scott showed Stacey the benefits to technology in business and the importance of learning coding. She became passionate about technology and how it would be advantageous in building a business.

After high school graduation, Stacey convinced their parents to let her move to Los Angeles California to continue working with Scott to develop MySocialCloud. They shared a small apartment and often worked through the night, never leaving the apartment until they made noticeable progress. Stacey became committed to creating her first technology company. Her entrepreneurial journey had begun. That year Stacey and Scott launched MySocialCloud. She

was only 19 years old and would soon be one of the most successful and richest young entrepreneurs. MySocialCloud was sold to Reputation.com in 2013.

A young woman who never slows down, between 2013 and 2015, Stacey co-authored the bestseller, *2 Billion Under 20: How Millennials Are Breaking Down Age Barriers & Changing the World*. She moved to New York City to attend NYU and continue working towards a degree in the music business. She lived in New York City for several years and found the saying “if you can make it in NYC you can make it anywhere” to be very true. From my viewpoint Stacey personifies that saying. It is the toughest city in the U.S.A. to live and work.

Stacey took a leave of absence from NYU to launch Forge with her brother in 2015. Stacey saw a problem in the retail and restaurant industries that needed a long-term solution. At the age of 22, Stacey co-founded Forge, a human capital management company to help employers’ hire and share employees. As a result, companies could offer more hours to attract and retain employees.

As I said, Stacey is one young woman who never slows down. She speaks at conferences across the world about her favorite subject: entrepreneurship. Stacey also speaks about building businesses and the future of work. Stacey is one of my favorite young female entrepreneurs whose commitment level, self-confidence, and courage comes from her passions for entrepreneurship, technology, and the business of music.

Advice from Accomplished Entrepreneurs

They will tell you it is imperative to fall in love with every aspect of what it takes to build a business. That includes working long hours, facing challenges, and overcoming adversity. To have the commitment level and confidence needed to follow through you need passion for your business.

While passion is an intangible quality, you can measure its presence by the amount of desire you have to keep moving forward, no matter how difficult things seem. To be more exact passion is a strong feeling of enthusiasm, excitement, or extravagant fondness for an idea or activity. It makes life worth living and is something you can do everyday without getting tired of it. People will be drawn to you because of your passion. They will cheer you on when others make light of your idea.

It takes a lot of energy and focus to start and grow a business. On the other hand, if you start a business you are not passionate about what you're trying to accomplish, it will be difficult to have the commitment level to face the long hours, challenges, and adversity. The same holds true if others convince you the purpose to start a business is solely to make money or become famous.

How Passion Changes Lives

In this section you will learn about the award-winning young female entrepreneur Mary Grace Henry, founder of Reverse the Course. Mary Grace was twelve years old when she discovered her passion. Her business, Reverse the Course was based upon visions that came from her passion and not the passion of others. Mary Grace was so passionate about her business she could work every day on it without tiring. Her passion gave Mary Grace the strength and motivation to continually fuel a desire to stay focused and led the way for her to design, start, and build a successful business.

Mary Grace found her passion while participating in her middle school's community service project to help children in Uganda. She could not believe there were girls in countries like Uganda and Kenya who could not get an education. Mary Grace made it her mission to see that one young African girl would have the full tuition for a secondary education. Thus, the seed for Reverse the Course was

planted. Between 2009 and 2016 Reverse the Course provided 113 girls in four African countries with the funds to pay for a high school education.

Challenges of Becoming a Female Entrepreneur in High School

One challenge Mary Grace had to overcome was to get the approval of her parents to start Reverse the Course. When Mary Grace's parents saw how determined she was to make a difference through entrepreneurship, they got behind her idea to help her move forward.

Mary Grace's mother became her marketing and public relations director. She helped Mary Grace on how and where to sell her product. Mary Grace's father became her accountant.

Balancing School Studies, Free Time, and Social Lives

Any entrepreneur will tell you it takes discipline to be a successful entrepreneur. Mary Grace developed her own way of overcoming the challenges. Of course, there were times she would rather go shopping or attend parties with her friends. But Mary Grace knew to accomplish her mission there would be sacrifices. While she continued to play lacrosse in high school she became an expert at fundraising. She also had to be a boss when it came time to hire someone to make the bows and headbands and manage the college interns.

You Know Yourself Better Than Anyone Else

Be assured age does not make a difference when it comes to discovering your passion. Think about all the ways you can turn your passion or passions into a business. You may be passionate about activities like coding, creating innovative software applications, dance, painting murals, designing websites, or caring for rescued animals. All of them can be translated into an entrepreneurial venture while you are in high school. You can continue to grow your business beyond your teenage years until you decide it's time to sell it or perhaps expand it into other areas. The more opportunities you see the easier it will be to find the one that will work for you.

Words of wisdom from Stacey Ferreira. “Don’t think there’s something you can’t do just because somebody else says you can’t. It’s your choice whether you do it or not. And remember, you don’t have to do it if you don’t like it. Just because you’re good at something doesn’t mean you have to do it.”

It’s Important to Please Yourself and Not Let Someone Else Convince You Otherwise

You know yourself better than anyone and you are the only who can truly find your passion. Most people don’t know that talent and passion are not always the same. They think if someone is talented with a certain trait then a business can be developed around it. Most everyone loves to give an opinion so refuse to let others decide what your passion is and the path you should take. They only see what is happening on the outside of you. As a result, they may want you to focus your time and attention on their ideas because it feels right for them. Don’t let their perspective alter your path; you are the one in control.

A friend or relative knows you have a talent for an activity and thinks it would be perfect reason for a business. In fact they may encourage you to start a business based solely on your talent. Before you start the business, ask yourself if the reason you are doing it is because you are passionate about it or is it to please someone else.

Ana Rivas is a perfect example of how a family member believed her talent would make a good business. Ana was a member of the Girls’ C.E.O. Connection™ Young Ambassadors in high school. At the age of 14, Ana began a small business designing and selling hair accessories on Etsy and to her friends. She loved fashion and had a real talent for designing. Ana attended the fashion program at the Los Angeles Business Magnet School. She began a fashion club, wrote a fashion blog, and created a fashion magazine with club members. The magazine was

well received, and the fashion club members appeared on a Los Angeles television program for cool teens.

Ana's mother wanted her to continue the Etsy business and apply to a fashion design school in Los Angeles. During her senior year of high school, Ana realized it was more important to please herself than her mother. The fashion club disbanded and the focus of the magazine changed from fashion to literature. Ana did not continue with the Etsy business nor did she apply to a fashion design school.

Ana was the photographer for the fashion club's magazine and coordinated the photo shoots. That was when Ana found her true passion: photography and graphic design. She never tired of creating innovative pictures with her photography. Ana wanted to spend her time in college taking photography and graphic design courses. During the summer of Ana's junior year at a California community college, she exhibited her photographs at shows and accepted commissioned assignments. That was the beginning of Ana's second entrepreneurial journey. At the age of 21, Ana launched Ana Cristel Photography.

Ideas for Finding Your Passion

If you don't know what your passion is yet perhaps these ideas will help you. When you visit the same place every day or year you might want to look at the surroundings and activities with an open mind. The same holds true driving or walking around your town. Sometimes window shopping or browsing the Internet will help you find your passion. While on vacation, a school-sponsored trip or spring break trip, look at activities or places you will visit. Watch to see if something sparks your interest. For example, you love to watch the home-renovation shows on TV and online. Your favorite segments are the ones where children and teenagers' bedrooms are remodeled. It's so much fun to see how excited they get about their new rooms. In fact, every

time you are at friends' homes and hanging out in their bedrooms, you envision ways to make their room fit their personalities. You've discovered your passion. It came from watching home-renovation specialists on TV and online, remodel teenage and young girls' bedrooms.

Quincy MacShane with her love for Nancy Drew books is a great example. Quincy is the inventor of the Nancy Drew Board Game and founder of Sutherland Games LLC. In middle school she began reading the Nancy Drew book series and read the original 50 books twice. Her passion evolved from admiration of Nancy Drew's character and attitude. It was Quincy's love for the books that drove her to invent the Nancy Drew Board Game. At the age of 14, Quincy began developing her idea. She worked on the design whenever there were school breaks and free days. It took her two years to create the game, develop a sample, and get the approval of Simon and Schuster to use the name and Nancy Drew logo. That included time to apply and get the patent for the game. At 16 years old Quincy raised over \$20,000 through the crowdfunding on Kickstarter to go into production.

Brainstorming

I suggest brainstorming all the possible ways you can pursue your passion as a business. There are so many ideas you will come up with that it may help to bounce the ideas around with trusted individuals. The more business opportunities you see the easier it will be to find the one that will work for you. Some high school girls have what appears to be the most perfect business idea. However, the amount of money needed to start the business is unrealistic at the time. Through brainstorming, they may discover another business idea that is financially within their means. I'm not suggesting discarding the original idea; instead, look at ways it could come together at a later date. Your passion is still behind your business. You are using it in creating one business in two segments.

Who would you want to brainstorm with once you came up with your business idea(s)?

If you still aren't sure who to consider or ask, the following suggestions may help:

- A relative with experience in the industry or type of business you want to start.
- An instructor who knows your passion and understands you cannot make a career out of it yet can make a business stemming from it.

To give you an example, two 9th grade girls decided to start a business redesigning apparel that was currently sold in stores to their age group. Amy and Cathie thought they knew better on what teen girls really liked rather than the manufacturers and stores. They were tired of not being able to find clothes they liked while shopping.

Each of the girls had a sketchbook filled with their ideas. They knew the kind of fabric to use and had decided what to charge per garment. They even had a website design in mind. Amy approached her aunt for advice on the idea and how to start their business. Her aunt had worked in the fashion industry years before and also helped women across the country launch and grow businesses. She asked the girls questions like: where would they buy fabric? Who would make samples of the designs? The girls had not yet considered these things.

Amy and Cathi had discussed the finances. Cathi was going to invest her bat mitzvah gift money and Amy was going to babysit. When Amy's aunt asked what would their parents say if one girl put in more money than the other, the girls decided to hold off on their business idea. If the aunt had not been consulted they may have spent unnecessary time and resources trying to develop the idea before they had all the details planned out.

What ideas do you have for a business that you would like to brainstorm with family, friends, or entrepreneurs?

What was their feedback? _____

Passion is a Necessity for a Successful Business

If you realize your business is moving away from your passion it can become a real drain of your time and energy. There are always ways to get back in line with your passion; it may just take someone else to help you see them. Brainstorming might help in finding a solution. For example, in 9th grade, your parents convince you to start a babysitting service. There is good money in it especially when the job is with two or more children. After a year your business is thriving and you need other girls to work with you. The media and your community recognize you as a successful young entrepreneur. However, you are losing enthusiasm and don't enjoy babysitting as much as you once did.

You realize your true passion is party planning and you have done several parties for friends and relatives. However, making money at it is a different story as a high school sophomore. Here's an idea on how to combine your passion with your babysitting business. You have the trust and respect of the parents using your service. A way to include party planning into it is plan birthday parties for your clients' children. There are other girls working with you that could help with the parties. Some girls working with you would rather babysit. That's fine. You'll just be adding your passion for party planning into your babysitting business. You will be

helping the parents in two ways as well as your babysitting crew. On top of it, the kids know you and your babysitting team. It would be easy to find out what would make a good party for the kids. It can now become a business you continue growing through high school, and even college if you decide to attend a nearby college.

Show Your Passion and You'll Be Surprised Where It Takes You

When life's circumstances are just too difficult to take the path you originally envisioned you have to think outside of the box. Even if your passion doesn't unfold the way you expected you could use it to take a new path.

One of your classmates has a passion for ballet. Nancy wants to become a professional ballet dancer and then a teacher or choreographer. She attends three to four ballet classes weekly. Every December she is in the Nutcracker and performs in other dance programs throughout the year. Nancy regularly attends professional ballet performances and watches ballet videos on YouTube. She knows the stories of all the famous ballet dancers, past and present.

When there was a tuition increase for the ballet classes, Nancy's parents could no longer pay for the lessons. In addition, they couldn't give her money to attend professional performances. Nancy's ballet instructor knows her passion for ballet and how important the dance is to her. The instructor stepped in and made it possible for Nancy to attend live ballet performances. Attending the performances and watching ballet on videos allowed Nancy to continue enjoying her passion of ballet.

Recently Nancy's doctor informed her that her feet weren't designed to absorb the pressure required for long-term ballet dancing. After her ballet instructor learned of the doctor's diagnoses, she suggested Nancy consider starting a business centered on ballet. However it will all depend on how creative and committed Nancy would be to owning and managing a business.

There are options Nancy can choose to use her love for ballet and become a successful young female entrepreneur. Nancy may find her business idea would provide her with more stability and income than a career as a ballet dancer. Some other ideas for Nancy are as follows:

- Write a blog to review different ballet performances from a teenager's perspective. Get advertisers that would complement her blog subjects.
- Videotape interviews with her favorite dancers and post them on YouTube, Vimeo, her blog, and social media sites. Nancy would want to share them with the dancers she interviewed. She could get advertisers for the blog and agree to have advertisements shown on her YouTube channel.
- Give after-school or Saturday classes to children and teens on the interpretation of stories through ballet.

Which one would you suggest? _____

Have The Courage To Follow Your Passion

Here is an example of a passion that was turned into a business. Even if this is not your passion it gives some ideas for businesses that can be created. It also shows the different ways to learn more about the business before you launch your own.

For years you loved to bake desserts and soon learned you had a passion for it. It was fun for you to do it with friends and family. You are in high school now and want to turn your passion into a business. A school counselor suggested brainstorming with family, friends, and business professionals on how to make it happen. You know there is a definite market for custom decorated cakes and cupcakes but are not sure exactly where to start. Some ideas that came from the brainstorming sessions are as follows:

- Work with bakeries on their special occasion made-to-order cakes. This will be an

excellent lesson in how to run the business, provide excellent customer service, and work with suppliers.

- Take a professional pastry-baking course offered through the culinary school or community college.
- Create unique cake and cupcake designs to sell to local bakeries.
- Teach baking and/or cake decorating at private parties or for classes.
- Produce a teaching video to show on YouTube. Give viewers your contact information or connect them to your website for more details on classes and where to purchase your cakes.
- Teach webinars and charge a nominal fee.
- Sell your baked goods at street fairs, county fairs, church bazaars, and farmers' markets. These are just a few places where you can sell them without needing to have your own bakery.
- Design birthday cakes at home to sell by special order. It will be a good lesson in the types of customers you want and how to market to them.
- Apprentice for a successful pastry chef. It's a good way to fine-tune skills while learning the business basics including marketing.

When the time is right, you can open your bakery business. It is probably best to start it in a non-competing location of your mentors. In some cases, it might be better to open your bakery in a different community. In most cases, your mentors will want to continue advising you and quite possibly pass business along to you.

Don't just sit there, take a leap of faith and turn your passion into a business. It will be your way to start making a difference in your world.

CHAPTER 3

BRANDING

It All Matters... You are The Brand for Your Business

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In this chapter you will learn that everything you say, how you run your business, how you act and even how you dress matters...You are the Brand for Your Business.

Starting Today You Are The CEO Of Your Life And Business

You are the face of your business. In other words, you are the billboard for your business. It does not make any difference what type of business you want to start or have already started. You are the brand you create yourself to be, and you are in charge of it. I want this chapter to be a guide and inspiration for you when you are developing your personal style and brand. The school you attend does not define you. Neither do any clubs or high school sororities. Instead of looking at yourself as just a student or a member of a club or athletic team, begin to think about what makes you unique. May I also suggest you begin to look, act, and think as a successful young entrepreneur.

Many years ago I was told there is no reality, only perception. It took me awhile to understand what that meant. How others perceive you will impact how people respond to you. You may want to think about this way; your brand is how people think about you when you're not around. It's what they say about you to other people who don't know you. Therefore, no matter what your lifestyle goals and business vision are, you need to be in control of the perception people have of you. After all, *you* are the voice of your life, not someone else. Other people are not your brand and do not have your style. From experience I know if you do not take control of it, others will do it for you. You want your brand to show you to be unique rather than just different

I have even seen mothers try to be the voice of their daughters. Just imagine you love to decorate children's room with murals. It could be for teenager's rooms as well. You become known for your talent and have a dream of owning a studio that specializes in interior mural décor. You've decided to go to a visual arts school in New York City. However, your mother looks on your talent as a hobby. She lets all her friends know it and pretty soon other people think it's just a hobby. They want the work done for free or only pay for your supplies. For example, you're shopping with your mother in the grocery store or your favorite clothing store. A woman recognizes you from a picture in the local newspaper. She compliments your work and wants to talk about a mural for bedroom. Your mother interrupts telling the woman it's just a hobby and you don't have time anymore. You need to study for the SAT exams that are in two months. Your mother has other plans for your college education.

A similar instance happened with a friend. Jaimie had always wanted to own a boutique catering to high school and college girls. This had been a dream of hers even in middle school. She wanted to attend a fashion merchandising school in Dallas, Texas. Jaimie's high school instructors and friends knew about her dream. She would take as many classes as possible to become eligible for the school. However the fashion merchandising school wasn't in her mother's plan for college. Jaimie's mother would go into the career counselor's office and make it known it was just a frivolous goal. Jaimie was going to become the marketing director for a prestigious business in their city. Her mother researched all the schools in their state and made arrangements for Jaimie to tour the best ones for a marketing major. Every time they visited a university Jaimie would ask about retail and merchandising courses. She would begin to tell the admissions counselor her goals. Jaimie's mother would interrupt the conversations and explain it was a pipe dream. Jaimie was so upset with her mother; she applied to a school that fit her life

goals. When she got accepted, it included a full scholarship for her first year. That's when Jaimie's mother realized she couldn't control her daughter's future. She had to admit the perception she wanted people to have of her daughter wasn't right.

Wouldn't you rather have an image that defines your brand than one that someone else defines for you? Remember; you want your brand to show you to be unique rather than just different.

How Your Social Media Determines the Perception Others Have Of You

You want to get buy-in for whatever you are doing. Your social media accounts need to reflect you in an upbeat positive light rather than as an immature young woman. The best way to do that is to use your social media in a positive way. This does not mean you cannot post funny pictures to show your humor, party pictures or those with friends and classmates. What it does mean is to watch the subject of the pictures. Just think about how you would be perceived if your social media photos showed up on TMZ. If the photos do not show you in a favorable light to others then I suggest you do not post them. When potential supporters and customers see outrageous photographs or read comments with profanity they are less likely to support you or your entrepreneurial endeavors. This holds true for college recruiters and future employers. It may be advisable to ask an entrepreneur or school counselor how the photos represent your image and the brand of your business.

Additionally, what is said or shown on the Internet never disappears even when deleted from the original location. Sometimes it can turn up and bite you when least expected. There are also times when pictures, articles, and social media posts appear on the Internet that people never

realized were there in the first place. For example, I wrote two articles for a health and nutrition magazine in the late 90s. While the magazine is no longer published the two articles may be found on the Internet. I had no idea the magazine had been published online. My sister happened to find both articles when she was researching the subject. It was a complete surprise to me.

Consider the fact that while Snapchat pictures seemingly disappear there are ways the pictures can be recovered. Quite simply, a screenshot of a picture can be taken from different cell phone. That way the person who originally posted the picture won't be notified a screenshot was taken. And finally, photos and videos people think are no longer available on the Internet are showing up when high profile employers as well as universities and colleges are conducting background checks.

One young woman told me she lost out on a job she had always wanted. Her future employer found a couple of Snapchat pictures she thought were deleted. The company didn't look on the pictures favorably and decided not to hire her. Whether it's Snapchat or another social media platform photos and videos people think are no longer available on the Internet can often be found with a bit of research.

Your passion can make your world a better place, fill a void in the marketplace, or provide a solution.

What Your Style Says About You

Brands are visual. Personal style is visual. Everything someone wears or chooses not to wear communicates their style. When I write about your style and what it says about you, I mean more than how you dress, your choice of hairstyles, and makeup. In the case of an entrepreneur, style needs to fit the entrepreneur's personality as well as the business. Style represents the

image someone wants to show the world. Appearance, visual attributes, and how they present themselves in public speak volumes about their image.

Your style of conducting business is as important as how you dress. How you live and conduct business are parts of your style and make a difference to people you know and those you would like to know. That includes people who may want to invest money in your business.

People look at how you treat your family members. They pay attention to how you treat your customers or clients.

In other words, your style is actually everything about you. It even goes as far as how you handle your social media profile as we just touched upon. Your style reflects the type of business you want to start or have started. It's also sending a message about the brand. Is it a brand that communicates value and character or is it one communicating to the public it is not worth following? Does the brand make a positive and memorable impact? All of this will impact how your business grows and its success (including an Etsy business).

Think about it this way: You show up to morning classes looking like you just fell out of bed. Why would someone take you seriously as an entrepreneur? Perhaps a classmate's father or mother has connections that will help you with your business. It may be the same for a teacher. Do you think that look reflects you in the best light?

Take for example Ellen, a high school senior who was an advocate for teenage girls starting small businesses in technology, science or engineering. Ellen wanted to start a "Girls for STEM" club in her hometown. She was exceptionally passionate about it which people considered impressive for a high school senior. However, the way Ellen communicated her business idea turned many people away from following her. She was very pushy and used profanity at a lot of public functions and on her social media. There were times when Ellen gave

presentations to adults and school officials dressed informally. Her communication style, actions and clothing choices sent the wrong message to adults and potential sponsors.

Several high school girls loved the club idea and volunteered to help Ellen start it. Unfortunately, her actions toward the volunteers were also demanding and pushy. Ellen expected them to agree with her all the time. As a result, the volunteers decided they didn't want to follow Ellen and be a part of her club. Parents and business owners didn't like her style of working with others and attitude in public. Ellen's personal style was giving others a negative image of her. If Ellen had listened to her friends, her vision for the club would have come together and people would have had a positive image of her.

How You Are Perceived Influences How People Respond To You

Remember how you are perceived will influence how people want to support you as a young entrepreneur. The same is true if you are interviewing for college admission or pitching your business to a potential sponsor. For the Girls' C.E.O. Connection™'s first Realizing a Vision Conference, actress and fashion expert Finola Hughes was a keynote speaker. She shared some tips on creating an image that would show young women in the best light. For instance, purchase a good jacket or blazer that fits well. This is one piece of clothing you want to wear when meeting influential people who want to help you with your business. The same holds true if you are interviewing for college admissions or a job you want while you work on your business. Finola's tips will help you create a signature style to represent you as the brand for your business:

- Wear understated jewelry. Costume jewelry is just fine unless you're a jewelry designer. Then you'll want your designs to be part of your style.
- Less is more.

- Your clothes must fit properly.
- Wear the colors that look best on you. Trendy colors all your friends wear may not be the best for you.

Think about how you would use them in the situations listed below.

- How would you dress when you pitch your business for potential investors and perhaps partners? _____
- How would you present yourself if you were to appear on ABC's television show Shark Tank? _____

(I've watched many high school entrepreneurs present their businesses on the show. One young woman with a successful jewelry business dressed appropriately for pitching her business to prospective investors. The way she wore her funky jewelry to accessorize her outfit gave the final touch in showing her as the face of her brand.)

- How would you dress if you were promoting your business on a morning talk show?

- How would you dress if you were on a television program highlighting high school entrepreneurs? _____
- How would you dress and accessorize your appearance if you gave a public presentation that was video taped for YouTube? _____
- What would you wear if you were being presented with an award or scholarship because of your business? _____

The Girl's CEO Connection™ Young Ambassadors videotape interviews with young female entrepreneurs for its website and YouTube channel. So, there is no misunderstanding the people being interviewed are emailed in advance where the interviews will be shown. Although

it's very clear where the videos will be shown, there have been times the young entrepreneurs dress as if they were going to soccer practice or on a camping trip. It was a surprise to see that out of 10 interviews only three of the young women dressed in a way that showed them as the face of their brands.

The biggest surprise was with an award-winning fashion designer who had been in business since she was 13 years old. At the age of 18 Maggie had been honored by the President of the United States and later by her college sorority during its national convention. The young entrepreneur was attending a high-profile university while running her business. She was considered a role model for aspiring young fashion designers. Maggie knew how to dress for public appearances. However how she presented herself for the video interview gave an entirely different impression of her. She wore a sorority sweatshirt and her bedroom where she chose to be interviewed was in complete disarray. Maggie visually did not make a positive, memorable impression nor did she dress as the CEO of a fashion business.

Although Maggie knew where the video would be posted she apparently didn't think about who might see her interview. The members of the Girls' C.E.O. Connection™ Advisory Council were quite influential with strong networks of business associates. Maggie had applied for a contributing editor position with a well-known teen magazine. It was a paid position and she needed the money to pay for her business and school expenses. Maggie made such a bad impression with her appearance and how her bedroom looked a member of the council recommended to a friend Maggie didn't get the position. That council member was Ellen Martin, editorial director of a well-respected business magazine. Ellen happened to be friends with an editor from the other magazine. When Ellen learned Maggie was being considered for the position, she showed her friend the interview. As a result, Maggie didn't get the job. In addition,

an executive from her sorority's national office saw the video. The article on Maggie scheduled for the sorority's monthly magazine was cancelled.

How a Signature Style Defined the Brand and the Success of Tish and Snooky and Manic Panic N.Y.C.®

I would like to introduce you to Eileen (Tish) and Patrice (Snooky) Bellomo, co-founders and owners of Tish and Snooky's® Manic Panic N.Y.C.® They are a perfect example of accomplished women entrepreneurs who are their brand.

The sister team is internationally recognized for being the creators of the alternative hair color dyes and cosmetics. The business has grown over the past 40 years to a global brand used by top models, celebrities, musicians and well-known fashion designers.

Tish and Snooky began business in 1977 at St. Mark's Square in New York City's East Village. It was a small boutique called Manic Panic. They have become an international beauty company on Long Island City NY with Tish and Snooky continuing to run it.

They created the original alternative hair colors and developed the hair dyes in every color of the rainbow. The punk rock era had begun in the United States and Tish and Snooky were at the leading edge in New York City. They are recognized for their contribution to the beginnings and growth of its punk rock scene.

Throughout their business growth and tremendous success, Tish and Snooky have continued to keep their image with colored hair and sometimes even a punk rock outfit. This is how they present themselves at trade shows, conferences, and interviews. They are the brand of Manic Panic N.Y.C. Tish and Snooky are walking billboards of their business and are excellent role models for young female entrepreneurs. They stay on track with their vision as Manic Panic continues to grow.

Tish and Snooky make a positive difference in the lives of so many people and animals. Fifteen percent of their annual profits go to nonprofits they support. They are advocates for the welfare of animals and have been rescuing dogs and cats for years. Some of the animal groups they support are The Good Dog Foundation, For the Love of Animals, and Green Chimneys. Since 1994 in honor of their mother Estelle Bellomo, Tish and Snooky award a student at the School of Visual Arts in New York City with the *Estelle Bellomo Award For Excellence In Art Therapy*. Their philanthropic work includes the Breast Cancer Research Foundation along with many other charities.

Now after learning about Tish and Snooky, think about the characteristics, qualities or behaviors that set you apart from your peers. Decide what makes you distinctive and the qualities that make you relatable to other people. It may be your sense of humor, compassion and empathy, how you inspire, motivate others, or the ability to ignore someone's negative attitude. Here are additional points to think about:

- Personal presentation is 55 percent visual (clothing and body language); the tone of voice, pacing, and inflection is 38 percent and words are only five percent.
- Look successful, competent, in control, and physically fit. All of you are attractive in your own way.
- Are you:
 - Well-groomed? _____
 - Neat? _____
 - Memorable in a good way? _____
- Do you:
 - Have good posture? _____

- Carry yourself with confidence? _____
- Smile; radiate energy, enthusiasm, and look happy? _____

Remember you teach people how to treat you through your style. Be the billboard of your brand. When I was a professional fundraiser and event producer for nonprofits, I was reminded that I needed to look successful. That meant dressing the part and driving to meetings and events in a decent car rather than my pickup truck. You can do it.

There is space on the left-hand opposite page for you to record your answers. Create a list of things you do well and know a lot about.

All of You are the CEOs of Your Life and Your Business

You can do and be anything you want in life as long as you know who you are and what you want to be. All of you have the chance to stand out. You can be a brand worthy of attention. It will become easier once you determine the type of business you will start and begin the steps to see it come about. If you have already started your business, I encourage you to think about the information and exercises I have provided for you. Some of you may be the face of your business whereas others may be close to it or have never thought about it.

Some of you don't want to be face of your business and that's okay. But sooner or later people will find out and will expect more from you. The better you know yourself and accept you are the CEO of your life and business, the more you will stand out. You will be a brand worthy of attention and you will get it in a positive way.