

How do you encourage your daughter to become an entrepreneur?

BY VANESSA VAN PETTEN |

*This guest post is by Sylvia RJ Scott is the Founder and Managing Director of [The Girl's CEO Connection™](#) and [Realizing a Vision conference](#), which is designed specifically to engage and equip high school girls as entrepreneurs. Accomplished women entrepreneurs lead sessions for girls to learn the traits and characteristics essential to start and run a successful business. **The next one is April 27th at University of California Los Angeles. To get more information contact Sylvia Scott at 949-204-6994.***

[Note from Vanessa: I have personally been to the fabulous Realizing a Vision conference and am amazed by the fabulous number of girls, mentors and resources. If you are in the area I highly encourage you to go!]

Today more than ever girls are becoming entrepreneurs while in middle and high school. They may be thinking about yet are not sure if their parents will approve and even how to go about it. Girls want to be entrepreneurs do for different reasons. They may want financial independence, solve a social problem or use their talents and creativity to make other people happy.

How can you as a parent encourage your daughter? Let her know you are totally behind her. It does not make any difference if your daughter is in middle or high school. Are there schools clubs or after school programs with an entrepreneurial or business focus? There are middle schools today that have entrepreneur classes. Get your daughter enrolled in it.

It is important for girls to learn from women what it is like to own a business and how they got started. Do you have women friends, relatives or neighbors who are business owners? How about a local small business owner? This could be a caterer, web site designer, or boutique owner. Find out what the entrepreneur is willing to do to encourage your daughter. Will the person spend a little time talking to your daughter about being an entrepreneur? Will the person invite your daughter to shadow her for a day? How about working for the entrepreneur on a part-time basis? It has been proven that girls who know an entrepreneur are more likely to start a small business rather the girls who do not know women entrepreneurs or spent time with the ones they do know.

If your daughter is creative and likes to make jewelry, handcrafts, and accessories suggest she start selling them at farmer's markets or flea markets. She may work with wood or embellish jeans with her own designs. Setting up an online Etsy store will give her invaluable experience. She will learn everything from pricing to customer service.

Etsy even has mentoring groups. Learn about it and then you will be able to give her ideas on what she can do on it.

Find opportunities for your daughter to attend conference with women business owners as speakers. If she learns of an event and wants to attend, let her do it. One suggestion is for you not to attend. Your daughter will feel more comfortable asking the speakers questions or even interacting with girls who already have a small business.

Does your daughter believe in a cause she wants to help resolve? If she already has an idea listen to her. Let her know how she starting a small business may be the best approach. It is so easy with the Internet to find girls with business that are making a social change. Suggest she contact a couple of the girls to find out what they did to get started and who helped them.

As a parent your daughter will want your approval and know you are there to cheers her on even when the going gets rough. You are the support she needs to know even with mistakes she can pick herself up and keep going.

Sylvia RJ Scott is the Founder and Managing Director of the [Girl's CEO Connection](#).™

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The Girl' CEO Connection™ has launched an Indiegogo crowd funding campaign, Realizing a Vision, The Path for Teen Girls to Become Successful Entrepreneur. Funds from the online campaign will go will make it possible for the Realizing a Conference to held in more cities around the United States and into Canada.