



Become a successful mumpreneur with these tips from the experts

MAKE \$\$ from your hobby

Your friends and family keep telling you that you have talent – it could be crafting, art, ceramics or even photography. Perhaps you have a start-up business idea you think could work. But can you make money from it? We asked the experts to help formulate a sure-fire plan.

IDENTIFY YOUR PASSION

According to Tim Reid, host of the *Small Business Big Marketing Show* (smallbusinessbigmarketing.com), you should start by creating a list of what truly lights you up.

'When you love what you do, when you're passionate about it, then you'll never work another day in your life,' he says.

'Compare this to the grind of a daily nine to five job (which

stands for 'just on broke'), and the idea of getting paid for your hobby becomes uber-appealing.'

KNOW YOUR TIME CONSTRAINTS

Reid says some hobbies can be much more time-dependant than others, so if you want to create a lifestyle business that doesn't require you to show up day in, day out, then you'll need to choose a hobby that is less dependent on you.

MAKE SURE YOU GET PAID

'Cash is the lifeblood of any business,' says business lawyer Jeremy Streten, author of the Amazon bestseller *The Business Legal Lifecycle* (businesslegallifecycle.com).

'This is particularly the case of a small side business... you need to have money coming in to pay your bills and suppliers.'

Jeremy says the easiest way

to do that is to require payment before you supply your service.

'Customers are much more willing to pay before they receive something, as they are motivated to receive,' he says.

'If you do not get paid up-front, you will need to make sure that you get paid quickly to keep the cash flow running. Not doing so could mean a premature end to your business.'

GET SAVVY ON SOCIAL MEDIA

Chances are that when you're starting out, you won't have a lot of money behind you. Creating a presence on social media such as Facebook, Instagram and Twitter will be vital to reach potential customers, explains Scott Eathorne, founder of publicity consultancy Quikmark Media (quikmarkmedia.com.au).

'In addition to showcasing your offerings on your own

account, make sure you interact with others and engage in relevant discussions,' he says.

'This helps build trust and encourages people to learn more about what you offer.'

FIND A MENTOR

According to Alan Manly, author of *When There Are Too Many Lawyers... There Is No Justice* (alanmanly.com.au), you may well be surprised how often experienced entrepreneurs will offer free advice.

'Once you've found a friendly business veteran, suggest that you may wish to contact them for more advice at a later time,' he suggests.

'Remember, it is the mentor that should be teaching you. Be bold and ask that dumb question that has been on your mind, then sit back and do what can be very hard for a driven and newly launched entrepreneur – become a good listener.'