

# Starting Your Own Business: 5 Tips to Move You Forward

By [Tara M. Bloom](#)

As soon as I announced that I was starting my own business, people began to comment. From the well-seasoned to the just-well-intentioned, perfect strangers to best friends, everyone has had advice to share.

What's amazing is that much of what I've heard from my ad hoc advisors has been just the nudge I needed at the time to help me overcome an obstacle I was facing.

If you're facing doubts or are stuck with a problem, I hope these simple-but-effective words of advice help you, too.

## ***Trust your instincts.***

If your instinct is that a product won't sell, believe it. If your instincts tell you that a service you want to offer would be a hit, try it. If a potential deal, partner, investor, location, or supplier doesn't feel right, trust the gut feeling and avoid that relationship. While there's no substitute for doing your research and being well-informed in your decision-making, our instincts exist to protect us and help us thrive. Learn to incorporate them into your process.

## ***Give yourself options.***

When I commissioned a logo design for my new online maternity store, the illustrator gave me two package options: the less expensive choice was for two renditions of potential logos; the much more expensive option was for five designs. A fellow entrepreneur ~ and graphic designer ~ advised me to take the larger package. "Give yourself options," she said. "Why limit yourself right out of the gate?" I took her advice and commissioned the larger package. I'm so glad I did. There's something to be said for casting a wide net.

## ***Just get it done.***

Then again, there is such a thing as having too many choices. Sometimes, you just have to push forward and get things done. When you're stuck or overwhelmed, pick a project to tackle, jump on it and cross it off your list. Not only will you feel better afterward, you'll be more energized for what's next. And remember: not everything has to be perfect the first time. There will be plenty of decisions you make initially that you'll revisit down the road. You can switch phone carriers, find new suppliers, identify less expensive ways to transport goods or deliver services...later. For now, getting started is the important thing.

***Protect your confidence.***

It's easy to look at some of the things you have to do to start a business and think that someone else could do them better than you can. Early in my business launch, I met with my mentor and gave voice to this internal struggle I have: my doubt that my talents and skills aren't enough to successfully nurture my new business. Her response: "Protect your confidence." Don't let anyone or anything erode the confidence you have in yourself and your idea—least of all yourself. "Sure," she said, "Others might be better designers, or manufacturers, or whatever. But your business idea belongs to you. Only you can make it happen." Her statement is about more than just believing in yourself. You have to actually guard against negativity—external as well as internal—and seek supporters. Find positive mentors and friends and soak in their encouragement.

***Write down your mission and keep it visible.***

One day while I was lamenting how easy it is for me to get distracted from my purpose, my boyfriend suggested I copy my mission statement from my business plan and tape it onto my computer monitor. "Keep it eye-level," he said. "You have to be able to see it at all times." It's helped. Whether I'm discouraged, distracted, or bored with what I'm doing, I just glance up at my words of purpose and I instantly feel encouraged. Try it!

Still struggling with moving forward? You can find tips, tales and resources—including a link back to Bizymoms.com—to help you start, run, market and grow your small business at my blog "[Ditch the Dusty Widget](#)." Good luck!

[Tara M. Bloom](#) is a mamapreneur and copywriter whose writing and marketing skills have generated millions of dollars in revenue for a wide variety of organizations over the last 12 years. Tara recently launched [Maternitique](#), an online store featuring the best natural pregnancy and baby care products for beautiful moms. Tara writes free articles about small business marketing, resources and the start-up journey on her blog, "[Ditch the Dusty Widget](#)."