

How to launch a business

Start before you think you are ready



So it helps to start as early as you can.

You can start this slowly when you are already employed in your own time, but check your employment contract.

Sophie Cross

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You don't need to be an expert



If you are really bad at cooking you don't want to learn how to cook from a Michelin-star chef because it's so far away from you.

Many people prefer to learn from somebody that just learned themselves.

As you learn you know enough to teach the next person. People would rather learn from you. You don't need to be a complete expert.

Sophie Cross

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As you learn you become a teacher



I started using LinkedIn to promote my other courses and I realized very quickly, in about three months, that I was seeing really good results from LinkedIn.

I decided to make a course about how I used LinkedIn, which is now very popular.

So as you learn you can become a teacher.

Sophie Cross

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Have a niche



Specialize!

If it's not going well, it may be that you are trying to do too many things for too many people.

I would say it's much easier to get work if you narrow it down. Have a niche.

Actually, your specialism can come from your weaknesses.

Sophie Cross

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Turn weakness into strength



If you think you have a weakness maybe you turn it into a specialism.

Speaking Ukrainian in London – is it a weakness or strength? Your specialism could be you are Ukrainian!

It might be translation work for people. Or create an English language course. Other people in Ukraine would love to visit the museums of London. You can create a guide for Ukrainians about London.

Sophie Cross

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Be different



You don't have to have a unique idea.

But your business should stand out a little bit differently and better than someone else.

Sophie Cross

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Treat it like a business



Think of your new business like a restaurant.

- What are you going to put on menu?
- How would you market the restaurant?
- Who would be your suppliers?
- What are your opening hours?

You need to think all about these things as a freelancer. Think of it as a business.

Sophie Cross

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People work with people they like 



So actually you don't need to be the best writer in the world, you don't need to be the best designer in the world, you don't need to be the best anything.

What is important is that customers like you because you are a nice person, friendly, and reliable.

Sophie Cross

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Show up



Tell about your business everybody you know.

Connect with people using LinkedIn.

You are in London, and you definitely start meeting people and try to involve them in conversation.

Sophie Cross