

# 10 lessons on how to survive the highs and lows of starting up

## 1. Friends and Family

Share the experience with a business partner, but don't go into business with friends and family unless you are prepared to lose them.

## 2. Business partners

Always agree the key emotional issues up front with your business partner(s), including: who the boss is, how you make difficult decisions, what you expect of each other and how you share the risks and rewards.

## 3. Sacrifice

Expect to sacrifice something, every entrepreneur does. Think through what you will and won't sacrifice before you fully commit yourself.

## 4. Reward yourself

Celebrate and promote every little achievement. Start this from the very beginning by writing down all your goals. Congratulate yourself when you hit them because others won't and it's easy to forget to pat yourself on the back when you're always redefining your direction.

## 5. Things will change

Live life in Beta. Recognise that nothing is ever finished and you can always improve your product or service. This will help you manage your own frustrations when everything seems to take too long.

## 6. Ask advice

Learn to love uncertainty, surprises, freedom – the wide open spaces of human possibility – and don't be afraid of not having all the answers.

## 7. Build networks

See the hand of friendship and support anywhere and everywhere. Ask people about what they are doing and talk to people about what you are doing. Most importantly, talk to people you would not normally talk to – you'll be very, and pleasantly, surprised at what you find out!

## 8. Be clear on your vision

Be crystal clear about your vision for your business and then focus on the execution. You can't keep re-examining both the strategy and execution all of the time all – you'll end up tying yourself in knots!

## 9. Feelings count for a lot

Use your gut instinct. It's not a random emotion, it comes from hard experience and it's one of the most valuable tools everyone can access. Ask yourself what you actually feel about an issue.

## 10. Learn from mistakes

Channel your reaction to failure as a positive and not as a negative thought. Use it to answer what will I now do better not what should I have done better?

*Taken from Confessions of an Entrepreneur - Chris Robson*