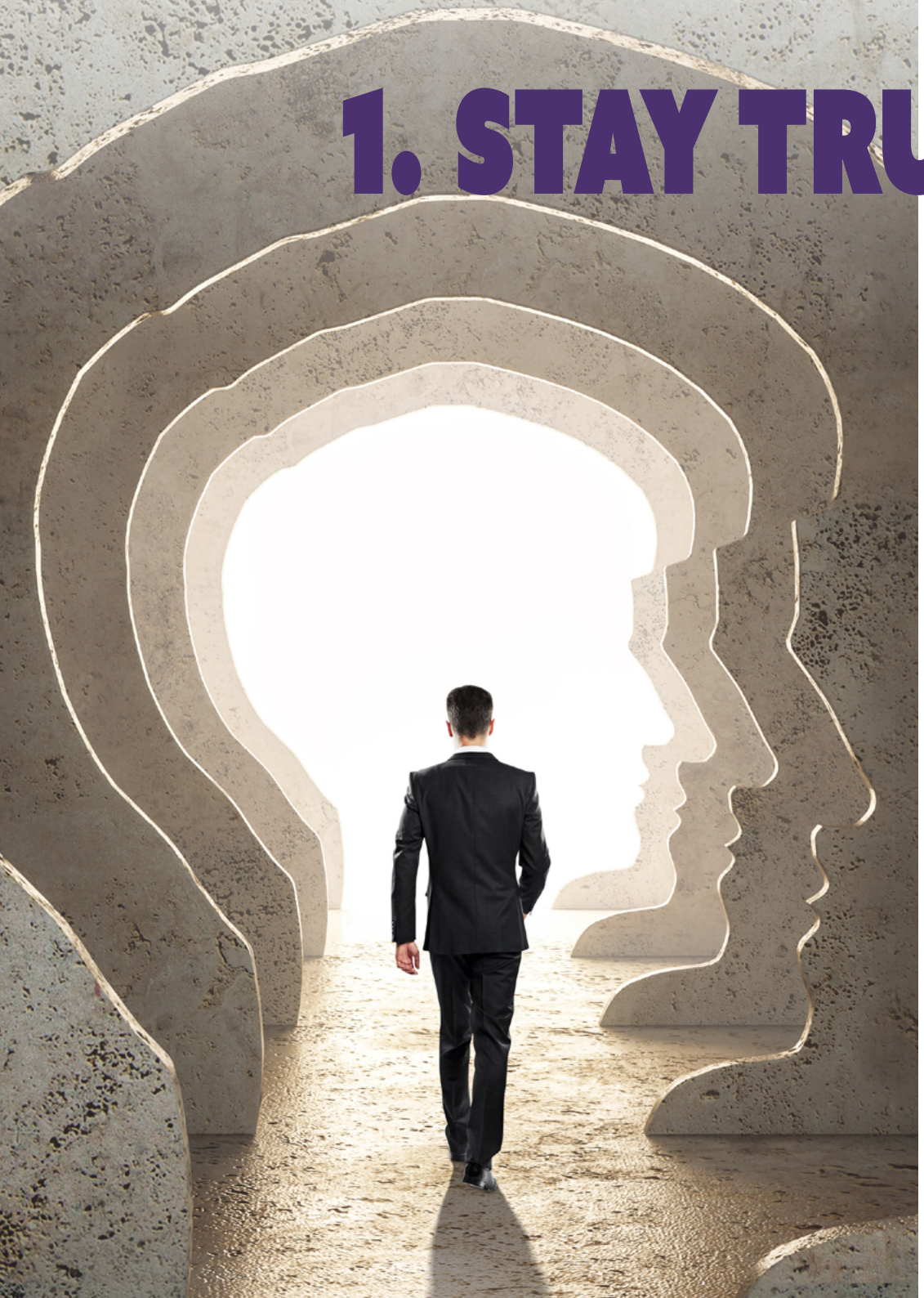
SETTING UP SHOP



10 SIMPLE TRUTHS TO LEARN WHEN STARTING A BUSINESS

to help you set up shop in a way that works for you!



1. STAY TRUE TO YOURSELF

When you're trying to follow advice or going through coaching, it often feels like you're being told, *"This is the way you should do it."* But we're not taught to step back and ask, *"How does this actually work for me?"*

The truth is, someone else's approach might not work for us simply because we're different people with different needs, strengths, and circumstances.

ASK YOURSELF:

How can I integrate feedback from others while staying true to what I love and who I am?

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Does the thought of a sales call make you all fluttered and filled with dread? What if they don't like you or they don't understand the value you could bring? Could there actually be more to it than a need to be liked? Let's reframe the idea that you always have to be closing, that every conversation has to end with a 'yes' and explore how a sales call is as much about them liking you, as it is about you liking them.

ASK YOURSELF:

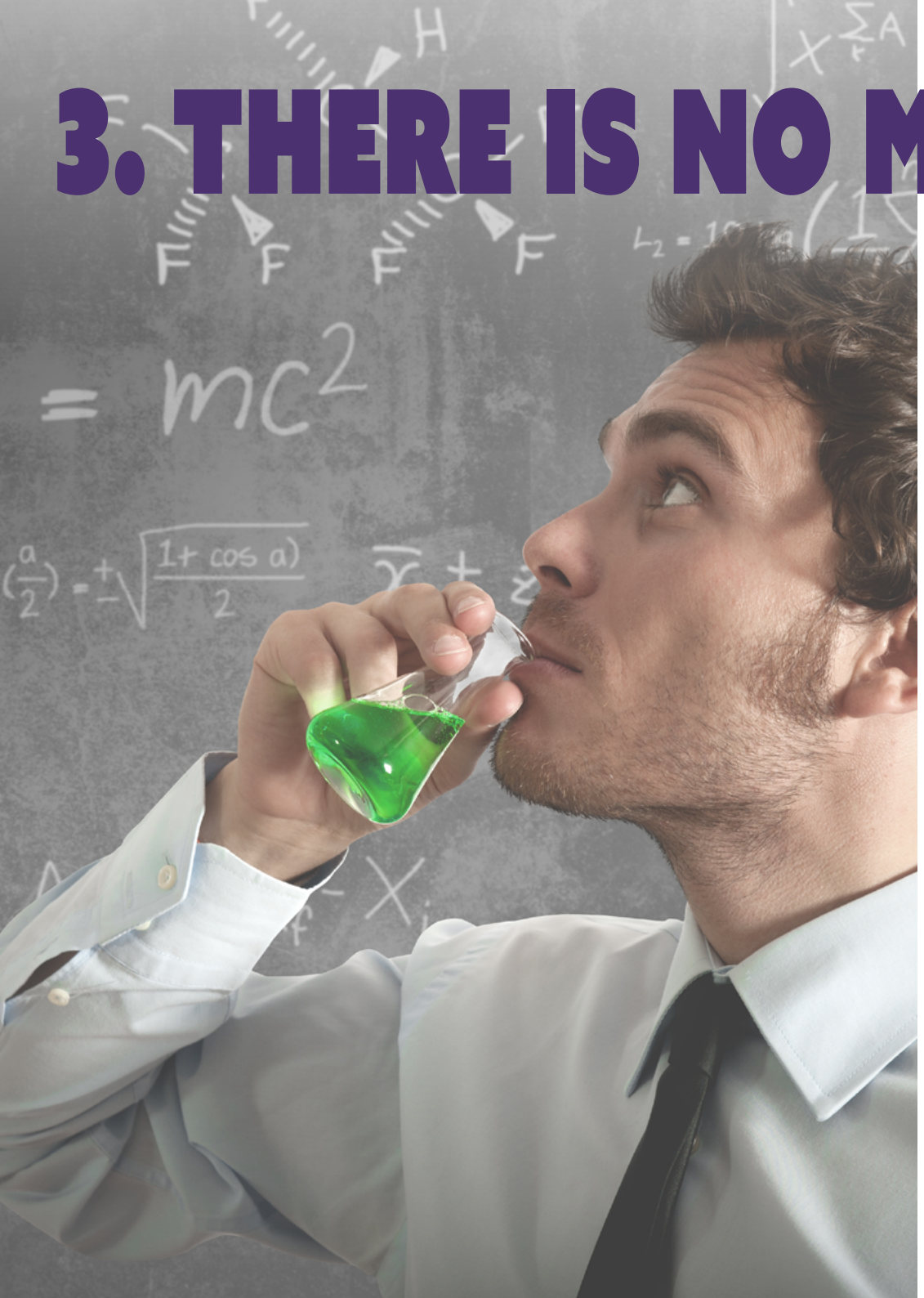
Do I genuinely want to work with this client, or am I just chasing the sale?

2. REFRAME THE SALES CALL



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3. THERE IS NO MAGIC FORMULA



Your business isn't a cookie-cutter operation, so why should your approach be?

The truth is, no single formula works for everyone. Your ideal clients connect with you because of who YOU are, not because you've followed someone else's blueprint.

ASK YOURSELF:

What does success look like for me personally, beyond just financial figures?

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4. YOUR COMFORT ZONE HAS VALUE

The advice that you have to leave your comfort zone like it's the only way to grow might be counterproductive. When pushed too far beyond our comfort level, we go into survival mode. Our nervous system kicks into gear, focused on survival, not creativity or innovation. And let's be real, that's not a very magical feeling, is it?

ASK YOURSELF:

How do I balance experimenting with new things and maintaining the stability that helps me thrive?

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5. DON'T WORK TO REST, REST TO WORK

Productivity is so deeply ingrained in our programming, that we always feel like we have to be doing something "worthwhile" with our time and energy. But honestly, sometimes the best way to spend your time is just sitting on the sofa doing absolutely nothing.

ASK YOURSELF:

What self-care activities help me recharge and maintain focus? Am I making time for them regularly?

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6. YOU CAN ALWAYS CHANGE IT

Sometimes we get so caught up in wanting everything to be perfect before we take action. You can sit at the drawing board forever, refining your business, your idea, or your plan, and never actually launch it. But at some point, you just have to do it. Build it as you go along and pivot as needed.

ASK YOURSELF:

What strengths from previous versions of my business can I carry forward?



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7. SELLING IS HELPING

A lot of us feel squeamish about selling our services, don't we? There's all this baggage tied to it, stuff like value, self-confidence, and even that little voice whispering: *"What if I'm manipulating someone?"* And let's be honest, that doesn't feel great at all.

But when we don't sell, we cannot help people and create a positive impact.

ASK YOURSELF:

Am I focusing on how my service can genuinely help my clients, rather than just making a sale?

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Many people treat their business like a baby; protective, hands-on, and hesitant to let anyone else get involved. But the more you try to do everything alone, the more pressure you pile on yourself. The good news? You don't have to outsource to get support. Sometimes, all it takes is the right people to lean on, because even in business, it takes a village.

ASK YOURSELF:

Do I have a trusted network or advisor I can turn to for honest feedback and support?

8. YOU DON'T HAVE TO DO EVERYTHING ALONE



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9. CELEBRATE YOUR WINS NO MATTER HOW SMALL

Whether you're marking major milestones like your business anniversary or small wins like finally cracking how to change the background colour on your PowerPoint slides, every achievement matters.

Taking a moment to reflect on these victories (big or small) can boost your sense of gratitude and pride in your entrepreneurial journey.

ASK YOURSELF:

What activities or rewards genuinely make me feel accomplished and motivated?

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Keep an open mind. Be curious. Learning doesn't have to come from formal education or business books. It can come from a podcast, a children's story, a random fact you Google, or a conversation with a friend. You never know what might inspire you next.

ASK YOURSELF:

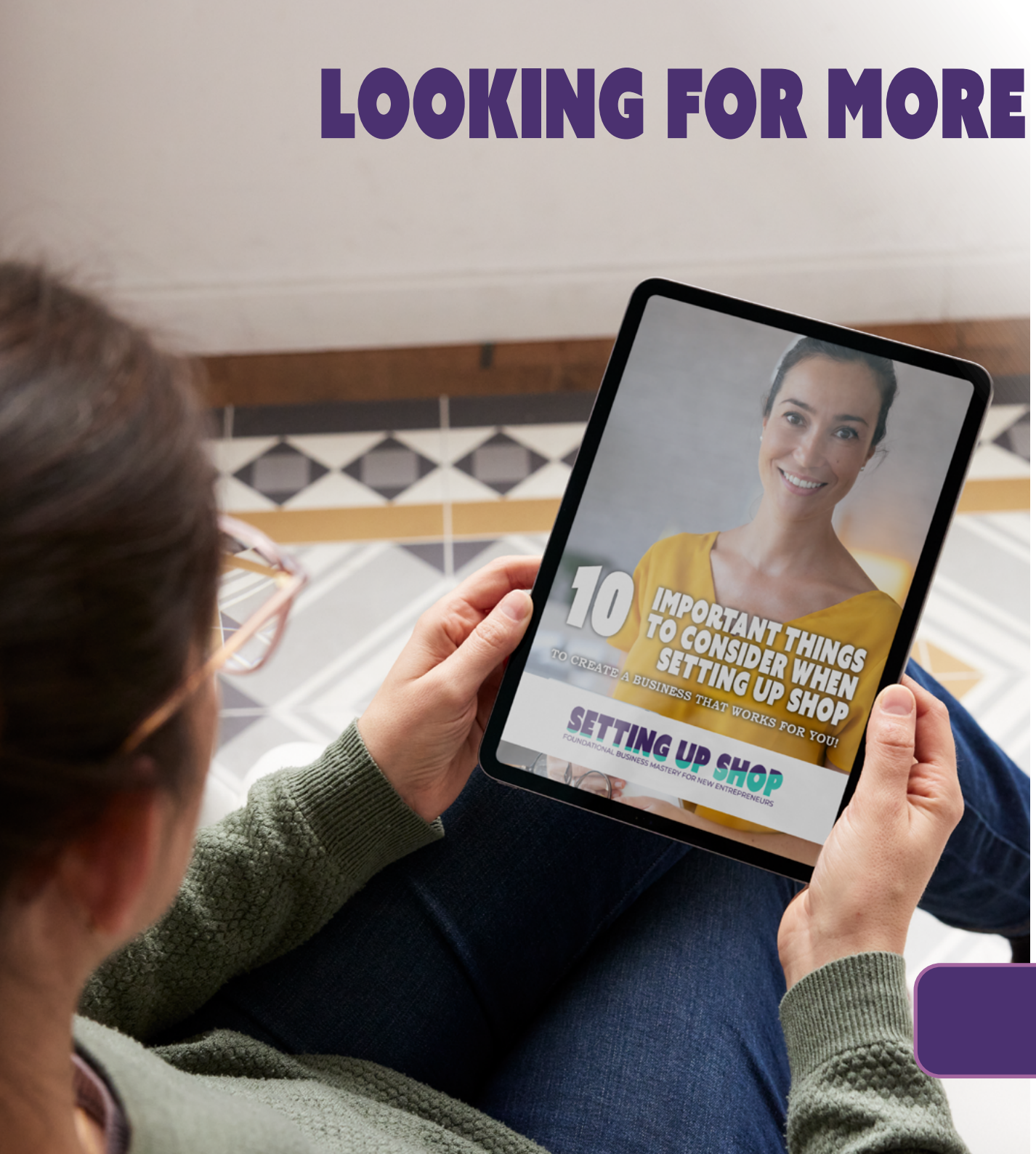
How am I leveraging my past experiences and knowledge in my current business?



10. ALWAYS BE OPEN TO LEARNING NEW THINGS

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LOOKING FOR MORE INSPIRATION?



Get your copy of the full-length ebook that explores these ten important themes for your business!

The considerations in this book explore the realities of starting and growing a business, from embracing change and learning from failure, to finding support, celebrating progress, and staying curious.

GET THE EBOOK

SETTING UP SHOP

FOUNDATIONAL BUSINESS MASTERY FOR NEW ENTREPRENEURS



Setting Up Shop is a collaborative initiative by Changing Your Mind Ltd., Blue Ninja, and House of Hives.

As co-founders, Louisa Stewart, Tony Gordon, and Mags Thomson are dedicated to empowering new business owners with the knowledge and confidence to build strong, value-driven foundations.

Our goal is to help entrepreneurs make informed decisions that align with their core values and personality, so they can create a business that's not just successful, but truly theirs.

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LOUISA STEWART

DATA INTELLIGENCE SPECIALIST

With nearly two decades of experience across the public and private sectors, Louisa is an expert in business systems, automation, and data intelligence.

MORE ABOUT LOUISA

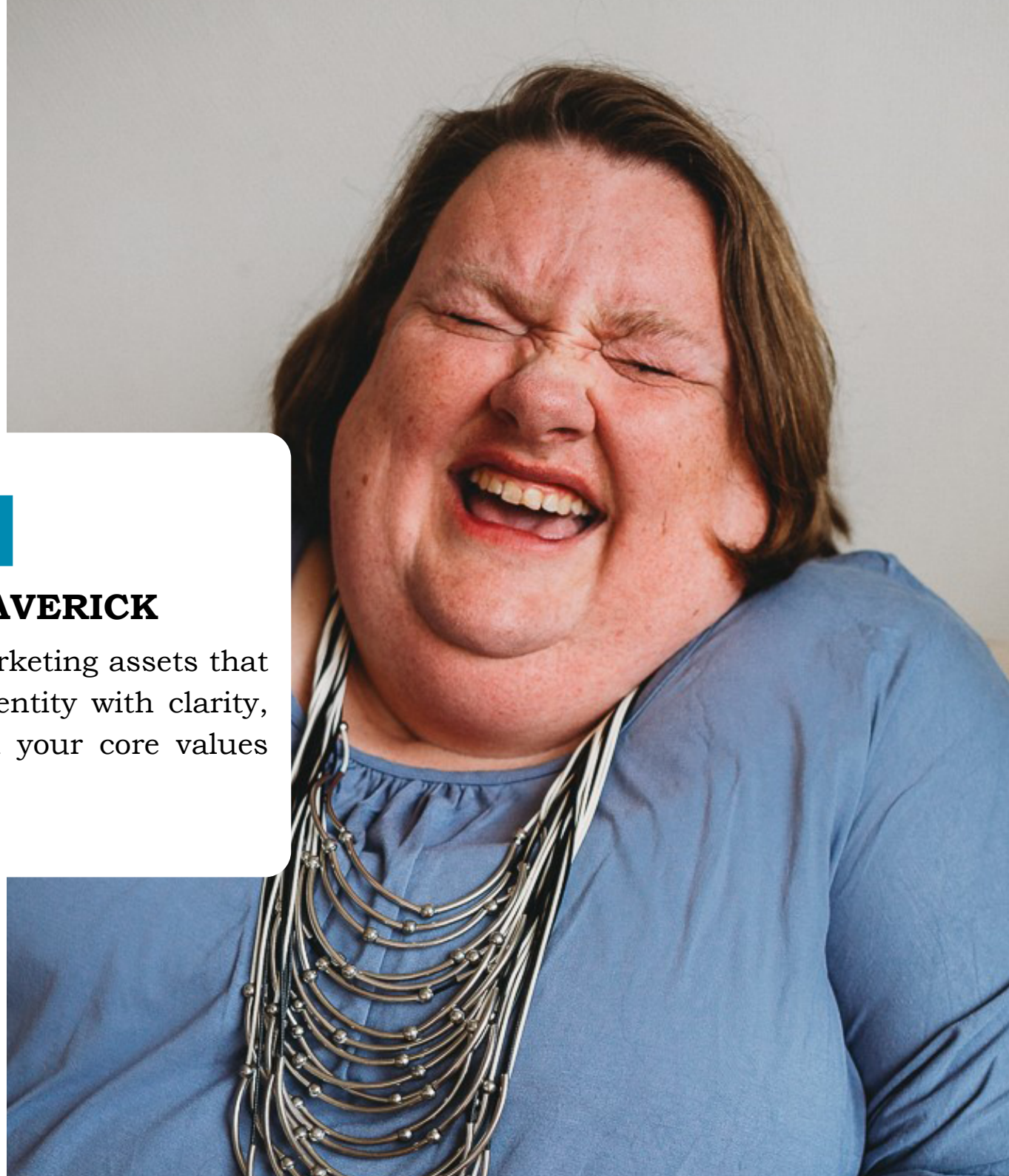
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MAGS THOMSON

MESSAGING & MARKETING MAVERICK

Mags helps business owners create marketing assets that articulate their message and brand identity with clarity, ensuring everything feels aligned with your core values and vision.

MORE ABOUT MAGS



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TONY GORDON

BUSINESS MINDSET CONSULTANT

Tony's approach combines cutting-edge leadership theory with practical, results-oriented methodologies, ensuring measurable improvements in both individual and collective leadership performance.

MORE ABOUT TONY

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