

## CHEAT SHEET FOR THE DIGITAL ENTREPRENEUR

### 1. Find your niche

Analyze what you are good at. Your skills may include blogging, video editing, photography or making music. Focus on what appeals to you the most. Use secondary skills to support your main passion. If you are good at making music then you can create a blog to promote your music. If you love doing more than just that one thing, then you do not need to give up your other interests.

### 2. Use the experience

You may not have realized it before, but you may know many digital entrepreneurs yourself. If you have ordered something online or if you have worked with a freelancer, then you have dealt with a digital entrepreneur. This experience alone gives you a basic idea of how this works. Use it.

### 3. Ask for help

Never be afraid to ask for help, as it always helps you to expand your network. This advice may remove a lot of strain and worries from your life. In addition, asking for help can make you more productive. You do not need to reinvent the wheel to start working as a digital entrepreneur. Whenever you feel you are stuck, you can invest in learning from a business coach.

At some point you will outgrow yourself, upon which you will need to work on a closer level with your network. You may also need to invest money in your business to make your business grow.

### 4. Beware of the risk

Being a digital entrepreneur is not completely risk-free. You may come across scams or financial problems. However, with your intuition and judgment, you can reduce and eliminate the risks.

Beware of offers that seem to be good to be true. 95% of the time your intuition will be correct. There are a lot of scammers on the hunt for naive victims.

Many people start working part-time on their business in transition from a previous job. This way, they have a financial safety net to eliminate financial risks.

### 5. Talk about it

There may not be many people in your local area who know what digital entrepreneurship is, let alone being a digital entrepreneur. You need to talk about it with local people, because this is something that is not discussed often. Support from your community has the ability to make yourself believe this can be done.

## **6. What can you do**

If you do not have a foundation for your business during the beginning stages, you can turn to many websites that are designed for this purpose only. You can find work on websites like “Fiverr.com”. You can also start your own website. Maintaining a website will give you experience and your website can also be used as a portfolio. You can also join your local chamber of commerce or attend local networking events to expand your network and receive new inspiration for your business.

It’s necessary to write down your business plan and ask for advice from other entrepreneurs.

## **7. Avoiding the imposter syndrome**

Many people develop imposter syndrome without realizing it. The feeling that someday you’re going to be found out for being a fraud is known as imposter syndrome. It is quite common and many famous personalities have gone through and overcome it. You may feel that you are not good enough but you need to realize that you can’t be good at everything, just as it is with any other profession. Just keep learning as you grow.

## **8. Dealing with negative people**

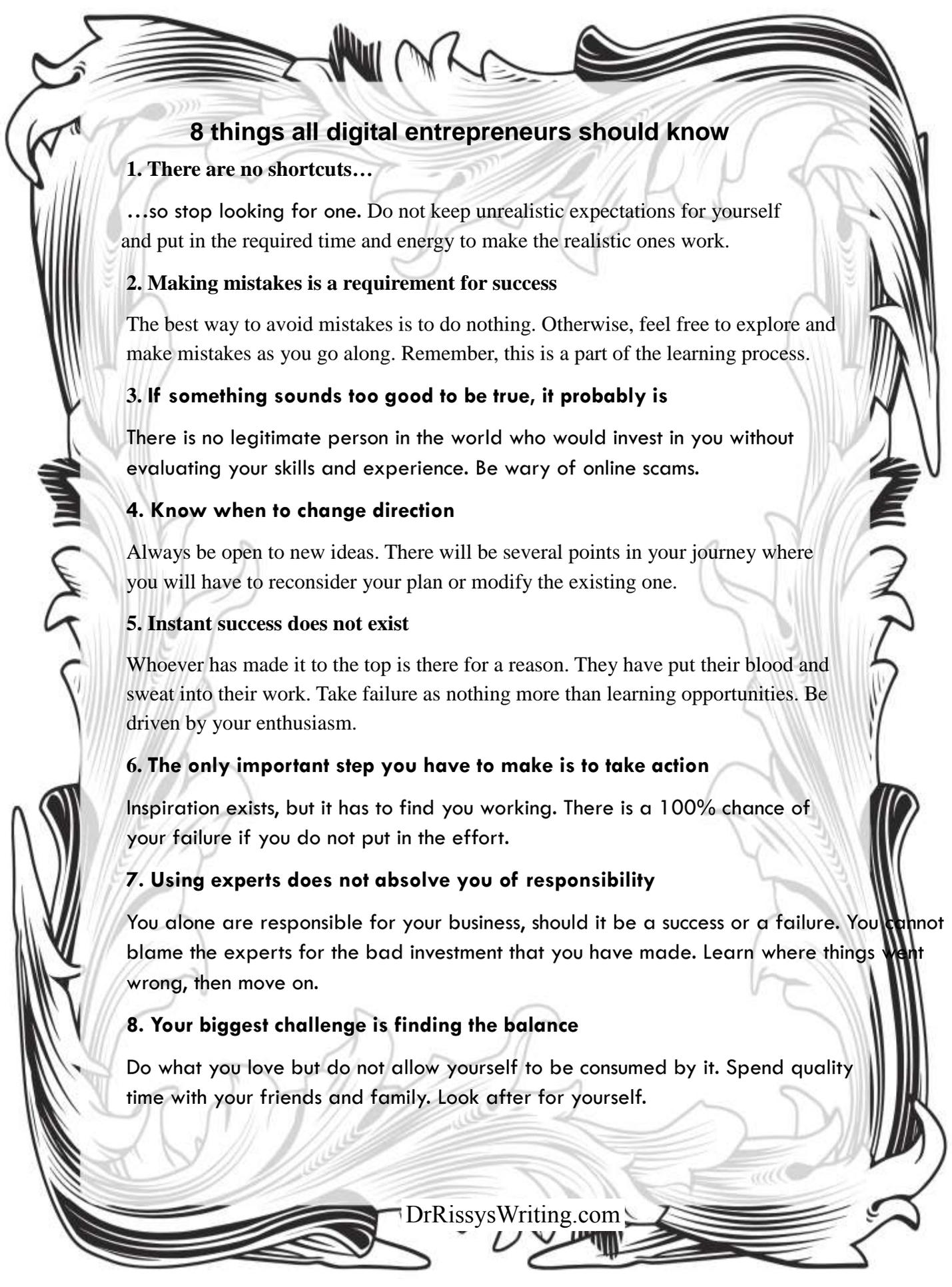
You will meet lots of negative people in your life. Many of them will try to bring you down and make you feel that you are going in the wrong direction. But a rewarding incentive is to prove them wrong in return. Should that happen, you can walk with a sense of triumph when you are around them. But here’s the catch: You need to make sure you are not overlooking any shortcomings of your own. You need to pay attention to people who provide you with constructive criticism.

## **9. Create a plan**

Build a solid plan that will guide you through the process of building a business. List the objectives to be met and show it to your mentors. Remember to focus on the things that will help you drive your business forward. If you need to, write down the major skills that you need to develop. Use it as a guide and make necessary changes along the path.

## **10. Stop over analysing**

It is good to receive constructive criticism from people. It is also good to strategically dismiss negative people. Nevertheless, do not forget it is your skill set that is at fault and not you as a person everything can be improved with time. Taking things personally adds unnecessary stress and indecision.



## **8 things all digital entrepreneurs should know**

### **1. There are no shortcuts...**

...so stop looking for one. Do not keep unrealistic expectations for yourself and put in the required time and energy to make the realistic ones work.

### **2. Making mistakes is a requirement for success**

The best way to avoid mistakes is to do nothing. Otherwise, feel free to explore and make mistakes as you go along. Remember, this is a part of the learning process.

### **3. If something sounds too good to be true, it probably is**

There is no legitimate person in the world who would invest in you without evaluating your skills and experience. Be wary of online scams.

### **4. Know when to change direction**

Always be open to new ideas. There will be several points in your journey where you will have to reconsider your plan or modify the existing one.

### **5. Instant success does not exist**

Whoever has made it to the top is there for a reason. They have put their blood and sweat into their work. Take failure as nothing more than learning opportunities. Be driven by your enthusiasm.

### **6. The only important step you have to make is to take action**

Inspiration exists, but it has to find you working. There is a 100% chance of your failure if you do not put in the effort.

### **7. Using experts does not absolve you of responsibility**

You alone are responsible for your business, should it be a success or a failure. You cannot blame the experts for the bad investment that you have made. Learn where things went wrong, then move on.

### **8. Your biggest challenge is finding the balance**

Do what you love but do not allow yourself to be consumed by it. Spend quality time with your friends and family. Look after for yourself.