



Small Business Boost Camp Workbook

Week 1: Entrepreneur Mindset





Before We Begin

Welcome! I'm Andrea and I am the Founder of Swivel Works, the small business experts, and Fearless Small Business Boost Camp for women entrepreneurs. I wanted to share a little about myself, Swivel Works and the WHY behind my webinar: **Fearless Small Business Boost Camp**.

I have been an entrepreneur for most of my career, starting out in a family retail business where my passion for entrepreneurship first began. Over the years I have owned multiple businesses and worked with hundreds more, helping them to develop smart marketing, branding and other strategic processes in launching and running a business.

I have worked with businesses from micro to multiple millions in revenue and teams of all sizes. My time in the corporate world really highlighted the advantages large corporations had with teams of professionals that specialized in marketing, branding and other crucial pillars of business.

Due to size and financial constraints, many small business owners struggle with building brand awareness & effective marketing, in addition to running their day-to-day operations. Swivel Works was launched in 2016 to help business owners accomplish more and succeed faster.

I can speak from personal experience that business ownership offers women of any age the flexibility and the power they often lose in their corporate and professional roles. Owning your own business allows you to change the rules to benefit the community you serve and your personal passion.

I believe women in business can be change-makers and conduct business differently. We can positively impact the surrounding communities where our business resides. We can achieve great things with #kindness and caring AND still be successful. We can balance profits with altruism. And this is my WHY. Because women in business make their communities and the world a better place.

This webinar series is designed to help women who want to start a business, take the time for some introspection & discovery on your why, learn about your market & messaging, plan for profit in your business before you even hang your "open for business" sign.

I can't wait to take this exciting path with you to small business ownership!

Wishing you Much Success,

Andrea



Self Reflection Questions

“An entrepreneurial mindset is a set of skills that enable people to identify and make the most of opportunities, overcome and learn from setbacks, and succeed in a variety of settings.” *

It takes, on average, 5 years for for a business to be profitable. That means you’d have to live through at least 1,825 days of being in the red, of pushing through small failures, and constantly adjusting your business model. Having an entrepreneurial mindset will help you make it through the tough times and achieve success.

The following self reflection questions are designed to help you honestly consider your stamina, strengths and weaknesses as an entrepreneur and create an action plan to get you through the entrepreneurial journey.

1. What personal characteristics do you have that support your entrepreneurial mindset?



Self Reflection Questions

2. List three well defined priorities you will focus on in the current year. Keeping these priorities in mind at all times will enable you to create a successful business.

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3. Throughout your entrepreneurial journey there will be moments you will feel like you are failing. What enables you to move on is your mindset. When faced with these challenges, what are some things you can do help you persevere?

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Self Reflection Questions

4. Business ownership requires quick thinking and decision making to overcome challenges on a daily basis. On a scale from 1-5, how would you rate your decision making skills? (1-not great, 5-the best)

5. If you feel you need to improve on your decision making skills, who do you have as a support team to help you with these daily challenging decisions?



Self Reflection Questions

6. Part of an entrepreneurial mindset means you have a growth mindset vs a fixed mindset. Having that growth mindset allows you to learn and grow by being curious and learning from experiences and others. List 3 statements that reflect a growth mindset as it relates to your business.

Example- When facing the unknown I will seek out expert guidance. (UPDATE)

7. Asking for help is crucial for an entrepreneur. List 5 people who would consider to be your mentors and accountability partners.



Reminder- Steps on developing an Entrepreneurial Mindset

1. Release Self Doubt and Redefine Failure

2. Set Clear Goals, Planning and Expectations

3. Be Decisive

4. Be Curious and Open to Learning

5. Build Connections, a Support System, Accountability Partners and Mentors