

## LESSONS FROM SOMEONE WHO SOLD A BUSINESS

A wise person learns from their mistakes.  
A wiser person learns from the mistakes of others.

### I DIDN'T SET ANY TANGIBLE GOALS

I was hopeless at setting tangible, measurable goals.. The tough truth is, when starting out in business, goals are essential. They can be as simple as emailing one potential new client per day (pro tip, start by reaching out to people in your network). My next tip. Write those goals down. Somewhere you can refer back to them. Somewhere you will see them and be reminded of what you're aiming for.

### GRASPING THE CONCEPT OF SMARTER, NOT HARDER

I always made things hard for myself. I didn't ask for help (sometimes I didn't even acknowledge that I needed help). There are SO MANY resources out there and people who can help you. Search for women in business Facebook groups or IRL networking groups in your area. Join and ask people in that community for advice. Rely on the kindness of strangers. Offer to help others in exchange and keep that good karma in check.

### DON'T TRY TO DO EVERYTHING YOURSELF, ASK PEOPLE FOR HELP

As much as you might like to, you can't do everything yourself. Ask friends or family for help. Or, remember those online community groups I mentioned before, try asking experts in those groups.



## ROSIE HOLT

Founder, Rosie Holt High Performance Coaching

Before starting her high performance coaching business, Rosie was an entrepreneur and florist who built her business and exited during the global pandemic. Since then, she has worked to help entrepreneurs and individuals reach their full potential.





## EMBRACE FAILURE

We've all seen the people who seemingly made six figures overnight. Their first business idea took off, gained significant media attention which attracted lots of investors. It's unlikely you're seeing the whole story. Chances are, they had lots of trial and error before they became the successful figure you see now. Failure is part of business. You try. You fail. You learn. You grow. Repeat.

## KNOW YOUR STRENGTHS (AND OUTSOURCE YOUR WEAKNESSES)

Wouldn't it be great if we had all the skills required to build and sustain a successful business. From design to ops to marketing to finance to planning. It's unlikely you are skilled in all of these areas. My advice to you is focus on your strengths and outsource your weaknesses. Your time as the founder is valuable and spending half a day attempting to make a reel for TikTok is not a good (or financially viable) use of your time.

## THERE IS NEVER A PERFECT TIME TO START

I know everyone says it, but it's true. When I set up my coaching business, I tried to convince myself that I had to wait. Until my website was perfect. Until I had more of a social media community. Until. Until...  
Better done, than perfect.

## FIND A MENTOR OR COACH

I sought council from some great business minds. From mentors to life coaches to employers. The knowledge I gained through my career led me to where I am now. My experience in business, contracting and consulting led me to being a high performance coach. I'm uniquely positioned to help entrepreneurs like you identify your goals, Assess what change needs to happen, Act on those changes and Amplify your business.



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## HOW COACHING CAN HELP

- Gain clarity around your goals
- Identify your big WHY that's driving you
- Provide tools to help you set goals and actually achieve them
- Identify your own success markers and why they're important to you and your goals
- Hold you accountable in achieving your goals

**ENROL NOW**