Turning Your Dreams into Reality: Becoming an Entrepreneur

Presented by: Yael Krigman, LAW JD ‘09
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12 pm – 1pm EST
WHAT YOU WILL LEARN

• What questions to ask yourself before you take the plunge

• Key steps to get your business started
• Whether you should quit your job
ABOUT YAEL

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POLL:
Are you passionate about something that could one day lead to a career?

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FIND YOUR PASSION

- Frustration w/job
- Stumble upon something you love
- You’ve always known what you love

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POLL:
If you were to start your own business today, what would it be?

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FOLLOW YOUR PASSION?

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HOBBY vs. BUSINESS

• What about it do you love?

• Would you love it if you had to do it every day?

• Can you make money doing it?
PROCESS

Identify Your Passion → Commit to Following Your Passion → Get started!

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POLL:

What’s stopping you from taking the plunge today?

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APPROACHES

Get Started

Plan, plan, plan

Don’t look, just jump!

Plan then plunge

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1. Form your business.
2. Build a customer base.
4. Achieve your goals.
LEGALITIES

• Entity Formation
• Licensing
• Taxes
CUSTOMER BASE

Facebook    Pinterest    Yelp    Word of Mouth    Twitter    Newsletters
PR    Traditional Advertising

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EXPANSION FUNDS

• Sales
• Trust Fund
• Investors
• Bank Loan
• Crowdfunding

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ACHIEVE YOUR GOALS

???
YAEL’S “TOP 3”

1. Passion
2. Thick Skin
3. Network

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RULES OF THUMB

- Use your head.
- Listen to your heart.
- Go with your gut.
Questions?

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