

Starting a Business Can Be Scary And Overwhelming

BY KRISTINE CURRIER

I remember it like it was yesterday.... even though it was 2010. My head was so pumped, and I was damned determined screaming “I am starting a business! I can do this! I am smart, savvy and then, the ultimate question - how hard can this be?!” What I *didn't* know was a true blessing.

Let me bring you back briefly to 2010, Kylie Jenner was 12 years old and her sister, Kendall, was 14 hoping to become a model and we all know how that panned out for both of them. Katy Perry’s song “California Gurls” was the hit of the summer, Apple came out with the iPad, it was “the year” for Facebook and Taylor Swift had just turned 21 and won a Grammy for her “Fearless” Album.

At the time, my husband and I had a four-year-old daughter and a 4-month-old son, I was working full-time, a bit sleep deprived but gung-ho on starting my business! No one was going to stop this lioness! I had no clue where to begin. The only thing that mattered was that I believed in my product and how it would or could help people in pain or recovering from surgery. I was very passionate and I wanted to share it with the world. I can remember countless nights of rocking our son to sleep or reading to our daughter, then I would be in the smallest corner of our home with a dim light researching everything I could learn about bringing a product to market. Not only did I have to research about bringing products to market, but as the journey unfolded, I became educated on patent’s, manufacturing, and hiring people to build your website (who then would hold it hostage and charge you a crazy hourly fee when you all you wanted to do was add media attention or a testimonial) -- start-up’s back then were expensive.



"Parent Tested Parent
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I learned about the various shopping carts, newsletters, hiring photographers, and videographers. Back then you had the first version of the iPhone and pictures were not the best and forget about the video. Marketing was a whole other gamut. There was drop shipping, taxes, import fees and documents, PR, insurance, expo's, hospital contracts and on and on. As soon as I uncovered one thing I would move onto the next. Had I previously known all that was involved in bringing this product to market, I probably would have run the other direction! I know I am a very hard worker – but there was nothing out there to help me prepare and this was very intimidating and uncharted territory for me. I didn't let fear take over or become so overwhelmed I gave up. Instead I researched, applied what I had learned, made some mistakes along the way but I successfully provided a solution for people experiencing pain.

My point is not to terrify you but to let you know, you will never know everything about starting your personal business because the environment is always changing, and technology is advancing at lightning speed. Right now, currently it couldn't be any easier to start your business if you have the commitment. You don't need to have 15 plus platforms, now it is all in one. There are so many resources out there to provide you simplicity and ease for your business that you have no excuse but instead a responsibility to share your knowledge with the world. Will you be overwhelmed? Hell yes! Will you ask yourself, "Why am I doing this?" A resounding yes! You will ask yourself that question a thousand times! Will there be triumph's and euphoria? Yes, and it is so magical to see someone else love and appreciate your product/service that you keep powering through because you know that your knowledge and hard work has helped someone else.

Think about it. Everything that makes this world go around is from someone that didn't give up, pushed the limits, discovered a system, a service, invented a product, tested science, engineered, lead a team, pushed boundaries, wrote a book, or taught children to be innovative and creative; all to help make our lives easier. If all these people hadn't taken that leap of faith, or followed their passion, or used their knowledge had known what trials and pitfalls lay ahead of them – we probably wouldn't be here today using the advanced sophisticated products and techniques we are using right now. We all have something special and unique that needs to be shared with the world. You don't know what success lies ahead of you -- if you don't start, you never will.

Xo,

-Kristine