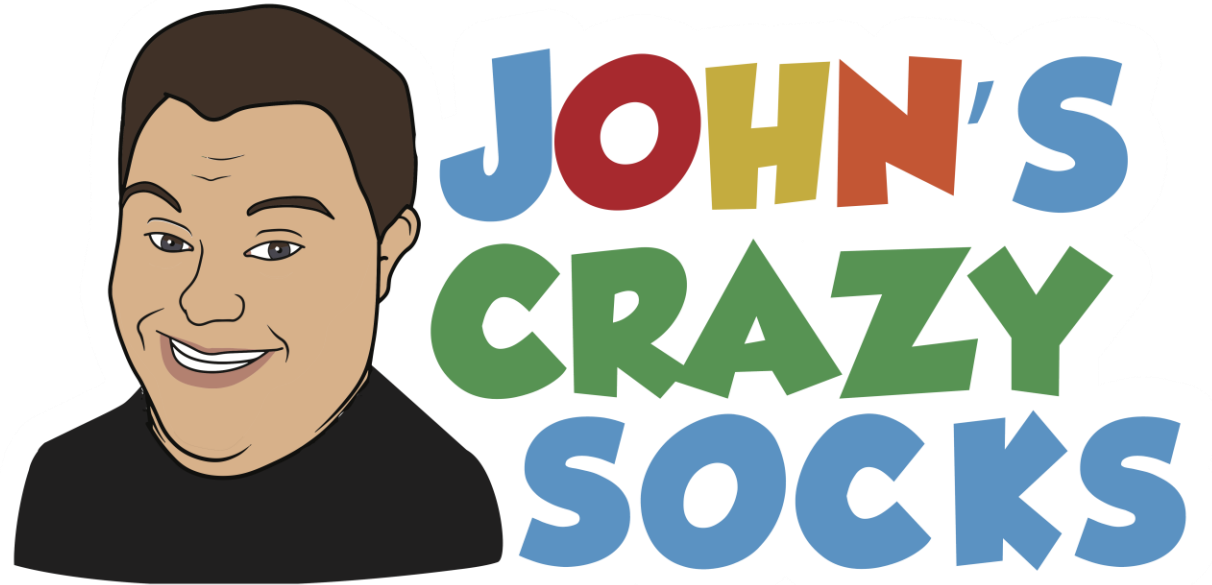


Imagine the  
Possibilities



[JohnsCrazySocks.com](http://JohnsCrazySocks.com)



## QUESTIONS FOR YOU

- **If you have not started your business, what can you do to get started now?**
- **What businesses serve as role models for you?**
- **Who is on your team?**
- **What can you do to “Wow” your customers?**





# QUESTIONS FOR YOU

- **What is your mission? No what do you do, but why do you do it?**
- **What are your core values?**
- **What makes your product or service different?**
- **What difference can your business make?**



# THE WORK SPECTRUM

Hobby

Craftwork

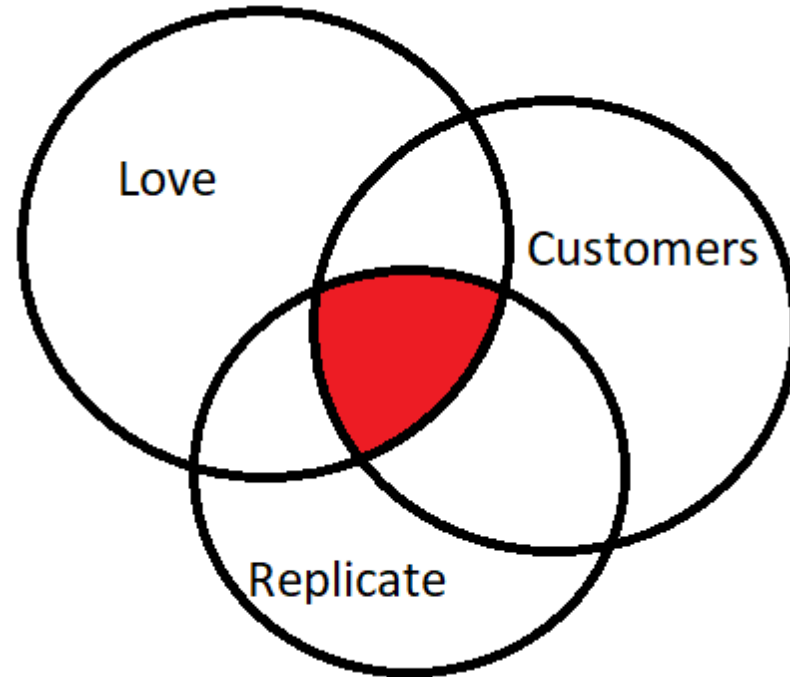
Freelancer

Employment

Solo  
Entrepreneurship

Entrepreneurship

# THE ENTREPRENEURIAL HOTSPOT





# KEYS TO ENTREPRENEURSHIP

- Solving a Problem
- Bringing a Solution
- Customers Must Be Willing to Pay
- Initiative
- Conviction: You Gotta Believe
- Resilience





# Finding Customers: Pick No More Than Three Channels to Start



# SOCIAL MEDIA

- Pick One or Two Channels
- Engage Don't Sell
- Build a Community
- Be Consistent
- Tailor Your Content to the Platform

