

**RULE #1****BELIEVE THAT THERE ARE NO MISTAKES, ONLY LESSONS**

It is okay to take risks, and, even more importantly, that it is okay to make mistakes!! Because there are no mistakes, only lessons. The fear of making a mistakes terrifies us, paralyzes us, and prevents us from moving forward. We don't want to fail. We don't want to get it wrong. But guess what? Screwing up and making mistakes and failing is the most important part of entrepreneurship!! All the learning happens from the mistakes. The biggest breakdowns lead to the biggest breakthroughs.

**RULE #2****KNOW THAT IT'S NOT PERSONAL, IT'S BUSINESS**

This is sometimes a really hard one to accept. Because often in the types of businesses we tend to start, it does feel personal. You're sharing snippets and stories from your own life. You're making yourself vulnerable and opening yourself up to criticism and complaints and unfiltered feedback. Let your drive to make your business awesome be the thing that overrides your fear of putting yourself out there, and the thing that allows you to separate your feelings from your business.

**RULE #3****NO ONE ELSE KNOWS WHAT THEY'RE DOING EITHER**

All those people who seem like they've got it all figured out, and are totally rocking and rolling, and seem to always know exactly what their next step should be, and seem to always take exactly the right steps in the right direction, and always seem to be in the

right place at the right time, and who know all the right people...None of them know what they are doing either! We're all just making it up as we go along! Because in the end, That is what Entrepreneurship is. It's always a guess. It's always taking a risk and stepping into the unknown and trying something new.

**RULE #4****KEEP YOUR GOALS TOP OF MIND**

When you actively seek out a role model for guidance, you are assuming responsibility and taking ownership of your journey. You are being proactive, not reactive, and you understand that the job of your role model is not to do the work for you, but to show you that it can be done, and to offer guidance along the way. On the other hand, when all you do is wait for a rescuer, or sit around wishing and hoping that someone would help make things easier, you are giving away all your power to someone who may or may not ever show up. You do not need to be rescued, but you might need a role model. Luckily for you, there are role models and teachers and coaches and mentors everywhere you look—you just have to start looking.

**RULE #5****KEEP YOUR GOALS TOP OF MIND**

Don't wait for the moment to be right, because it never will be. Don't wait until you feel like you know exactly what you are doing, because you never really will. Just start. Right here, right now, totally imperfectly, without knowing exactly how it is all going to end. You don't have to have to know all the steps before you begin, and you don't have to know exactly how it is all going to play out. You just have to take the next step. Or the first one. You've got to do it scared.