



Danna's Tips on success

Head Chef and Founder of organilicious.ch says: Entrepreneurship – A cleaning lady and a boss – all at the same time.

Over the last couple of years, people who have dreamt of being entrepreneurs have approached me with questions like what were your struggles? what should I expect? and was it worth it? To these questions, my answers are usually, more (struggles) than I thought there would be, expect long hours and for things not to work as you would have always imagined, and was it worth it-YES!

Starting up a business was always a dream of mine. I knew I was going to be an entrepreneur one day, as being bossed around is just not for me. However almost like before having kids, you are sure that it is going to be easier than it actually is.

There are many factors to being an entrepreneur or starting a business that we often don't think about. First and foremost is the fact that we must do everything on our own. at least in the first phase of business. and by everything, I mean EVERYTHING.

This includes building a brand identity, setting up systems online and offline, attracting clients, answering emails, marketing, promotion, finances, accounting, networking and having time to do what you love doing, which is why you started that business in the first place, right? As a mother, there's cleaning, cooking, homework and yes, the occasional fights. For me, teaching others how to build healthy eating habits and create a tasty and sexy lifestyle has been my mission, motivation goal and reason for never giving up.

But I can honestly say, I learned the hard way. Trying to do it all on your own is simply not realistic. It is exhausting and takes all the fun out of running a business.

So, to those who approach me today asking me the questions above, I would probably advise to not be shy when asking for help, to outsource the things that you simply are not good at or don't like to do - things that are killing your time. Focus on what you are good at, what you are passionate about and find good mentors who will help you to build up your business - avoiding unnecessary struggles. Life is hard enough - why make it even harder?

I think it is important to stay true to yourself and what you believe in, and I genuinely believe the most important part is to build a business that helps people, and helps the world become a better place bit by bit - or in my case bite by bite.

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