STSE Podcast Episode #001
Introduction to The Self-Employment Podcast

GERALD: This is the Self-Employment Podcast with Gerald Vinci: Episode 1

ANNOUNCER: Welcome to stepstoselfemployment.com your online business resource helping future business owners and entrepreneurs build a solid foundation towards financial success and independence. Now your host, owner of a successful marketing and web design firm, writer, blogger, and entrepreneur Gerald D. Vinci.

GERALD: Hey everyone my name is Gerald Vinci, and I want to welcome you to the first episode of the self-employment podcast. Thanks a lot for listening. I wanted to first start by just talking about who this podcast is for and why you might want to tune in on a regular basis. So, essentially this podcast is for anyone thinking about starting their own business or anyone interested in self-employment in general and if you are, you are certainly not alone. Recent statistics, I believe, the latest that I found in 2012 said somewhere around 53 percent of Americans have considered starting their own business. So that's 125 million people and most of those will never take the first step. Knowing where to start is usually the biggest problem. There are always plenty of reasons to put it off another day but one day turns into a week, a month, a year, or longer. After a while you're left playing they should've, would've, could've defeatist song we have all heard so many times. Believe me I am with you. Starting a business or making any idea a reality is not easy. Anything based in reality is possible if you have proper motivation and guidance. I say, based in reality, because you have to face the facts and realize there are things in this world that you're not capable of doing. I know I'm never going to be an Olympic athlete given the fact that as of this recording I am 34. I have bad knees from playing football and I just don't have the time or motivation to apply myself to the athletic level that most Olympic athletes do. So I realize that's not going to happen.

Anyways, if you are thinking about starting your own business and you're between the ages of 18 and 34 the statistics are even higher. More than 60 percent of you see self-employment as the path to success in today's economy but with all that data less than 15 percent of Americans own their own business. So I always ask why the disconnect? What happened between the dream and the reality that's stopping you from getting your business idea up and running?

We'll explore many of these challenges that all of you face when trying to start a business. We'll also interview other self-employed individuals who've been right where you are and, hopefully, give you the insight and motivation you need to get started on your own self-employment journey

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today. So unlike a lot of podcasts or internet based resources that make their money talking about how to make money online, this podcast is very different. I'm giving you real information, real actionable advice, and real stories from self-employed individuals business owners and entrepreneurs who are in the trenches working hard to create something from nothing.

I'll also share as many personal stories as I can, when appropriate. The more you know me the more you can appreciate that I'm here to help you succeed first and foremost. Maybe you'll even get to enjoy what you hear just a little bit. So the podcast format is going to vary depending on what we have in store for each episode. For example, we'll be interviewing business owners, and self-employed individuals, and talking about their self-employment journey. At other times I'll do solo podcast talking about specific topics or ideas you should consider or maybe even talk through some problems that one of our subscribers ask for help with. I'll do my best to keep each podcast around 30 minutes. There is no guarantee on that as we're just starting out. I really have no idea but I don't want to kill your entire day. I do want you to be able to listen to the podcast in its entirety. So I plan to launch two to four podcast per month to start, maybe more depending on how things go. In addition to the podcast we also have our website www.stepstoselfemployment. com. We're in the fledgling stages of building up both the website and this podcast. So I think it'll be exciting for those of you who are listening to this right now around our launch date. You'll be a part of our own success journey. I just want to say, "Thank you." Without visitors, and followers, and all of you contributing your time, and engaging with us on the website, and through the podcast I wouldn't have a reason to keep putting this content out into the world. So thank you very much.

The website itself has a lot of great information right at your fingertips. I've found a wonderful group of writers who will be contributing monthly with valuable and insightful articles all written from their perspective as business owners or self-employed individuals. I tried to find writers who were all working hard in their business and willing to engage with as many visitors as possible. We'll publish around 15-20 articles per month and you'll be able to access all of this valuable content for free. There'll also be other useful resources on the site that give you advice or guidance when choosing products and services that could help your business ideas become a reality. I'll be sending out a weekly email newsletter full of actionable advice and info about this week's upcoming content or any other relevant news. So all of that you can get for free just by going to the website and subscribing. You'll know what's going on at any given time as the site progresses. I'll launch several other premium products as well, such as the ability to sign up for

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one on one coaching, or mentoring webinars and video tutorials.

So I wanted to take some time to talk about me. My personal life and my professional life, so you can get to know a little bit more about me. What I'm made of and where I've come from. Everything that I have going on. I just think it's important to give you that insight if I'm going to be sitting here talking your ear off. You should know who's behind the microphone. So my personal life, I'm married with two kids. I have an 8 year old named Gavin and a 1 year old named Ayden. My wife is a master instructor with the United States Air Force and she's been active duty for 12 years. I have a bachelors in graphic design and I'm finishing up my masters in internet marketing currently. I feel like formal education is such a valuable part of my experience and where I've gotten in my career. I'm a big believer in formal education. So other interesting facts about me, if you met me today and I told you three years ago I was successfully running a full service marketing agency while touring the country as a full time musician who wore eyeliner, played in front of thousands of fans, painted my fingernails black, and was riddled with tattoos, you would not believe a word of it, but it's true. For a long time music was a very big part of my life and I juggled multiple careers between the marketing firm and music. I was pretty much on tour full time, gone for weeks at a time, and running my business from a laptop, in a tour bus, or any type of moving vehicle we were in at the time, or hotel room, or even back stage at times. It just got old after a while. Honestly, I was tired of being on the road. I wanted to be home with my family, spend time with them, and focus 100 percent on my business. Honestly, ever since I have, I've never seen so much profitability in the last ten years as I have in the last three. So I think having a clear focus makes a huge difference in the success of whatever it is you're doing.

I was reluctant to talk about the music side of my life. When I first started thinking about doing the podcast I wanted to keep this real professional but I feel like it's such a big part of my life because I did it for so long. I was on the road and I think it's, kind of, respectable, the fact that I was able to run the business while juggling a completely different career all at the same time. For me, too, it was something my family really wasn't supportive of. They felt like music was a hobby and was not a career. I had a great career at the time, and had left that career to pursue my love of music which made it even more frustrating for them. So I guess I had a hard time looking at the music side of my life as a career or as a professional, job even though it was. I mean, when I say, I toured the country playing music, it wasn't a rinky dink operation, it wasn't a garage band. We were touring with national acts; we were playing in front of thousands of people. We played at the superdome in New Orleans for over 20 thousand people, and played civic centers around

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the country, and toured from one corner of the United States to the other. So it was a serious, act but at the same time it was definitely taking away from my ability to focus on my marketing business the way that I needed to. And really, at the time in 2010 I was just starting to get some, I guess, "bigger clients" or more serious accounts, where I had to focus more. I had to give them the time it took to really deliver stellar results. It just became more and more obvious over time that I needed to shift gears and completely focus on one thing.

So my professional life. I'm the owner and operator of a successful design and marketing firm, Vinci Designs (check it out at http://www.vinci-designs.com), and have been doing that for over ten years now, but I have and always will keep the business as a virtual agency. Virtual agency just simply means we don't have an office. I work out of my home and I have a staff of about ten or so individuals depending on the time of year that help out with projects and manage certain parts of the business virtually. For me, it has just worked out for a number of reasons. Number one is flexibility, the fact that I can work from any location has been huge for me because of my music career. Another big reason would be my wife's job. As I mentioned, she's active duty military, and anybody who's in the military, or was in the military, knows that moving around is part of the lifestyle that you get accustomed to in a military family. Usually every four years at maximum you're uprooting to another location. So having a virtual agency, I can simply pack up my office and move it to wherever we are headed. Next, my team doesn't have to move with me. I don't have to hire new employees. I'm also not locked to only working with local employees. This means I can hire the best and brightest people from around the globe. It's just very beneficial. The other advantage, for me, is having extra time to spend with my family. The fact that I work from home means I get to see my older son off and on the bus. I get to take my baby boy to daycare. Then in the afternoon I get to spend time with my older son doing his homework. Then I get to spend more time at night, and don't have to worry about commute, or spending time outside the house that could be spent with them. So it's just a great situation all around, for me, but a virtual agency definitely has its pitfalls too. It took a long time to find reputable employees, reliable employees. People who were just as good, if not better, than if I had a brick and mortar location where I had people coming to the office every day. I would say, that probably took eight and a half to nine years to truly find the right people for the job. So if you are thinking about starting a virtual agency, it's definitely something that you should really sit back and weigh the pros and cons. Talk to other people who have virtual agencies, and make sure you understand what you're getting into. Where to find these people? How to screen potential workers? It is a little different than if you had physical employees sitting in front of you. The interview process is a little different, in my

opinion.

Anyways, so other than my agency, I have been working in the field for 15 years. My parents are entrepreneurs as well. They have owned and operated a commercial printing business since 1978. I pretty much spent my entire childhood working in the print shop helping out doing odd jobs, whatever my dad needed me to do really. I loved working there. I probably worked there for about 10 years, all the way through college. So I gained a lot of experience about business ownership, about management, about graphic design, and just the overall process of manufacturing, and everything like that through that job. I got a lot of real world experience throughout my teen years and young adult years as well. I got my start in marketing and design right out of college. I was hired on with a small design firm that was pretty much the status quo for me for the first couple years. I'd bounce around through a couple small agencies trying to find the right fit and the right team. The one thing I found about working for the small agencies was you were wearing a lot of hats but you didn't have a lot of guidance, I guess, from superiors. Some of these jobs, I was the only designer there. I had nobody to bounce ideas off of, or talk to about furthering the business, or any ideas of generating new business, anything like that. They were kind of frustrating in that since. I was always looking for more of a team environment where I could really sit down and hash things out with my co-workers. So my line of thinking was try to find a job in corporate America where you would work in a team environment, have many people to bounce ideas off of, and work in groups, and everything like that. That just sounded so appealing to me at the time. I managed to find a company that was looking for a creative director. Basically, it was a corporate communications company in Pennsylvania. I was hired as the manager of the creative department. So this is my one and only experience with corporate America and definitely my last. I don't know how much of it had to do with this particular company, or if it's just corporate America in general, but it was just not for me. Everything I had thought it would be, it was not.

I had delusions of grandeur that I was going to go there and love it, climb the corporate ladder. It just didn't suit me I guess, but at the time I really wasn't thinking about starting my own business. I was just not happy doing what I was doing. I don't think I realized that I had that entrepreneurial drive within me until about six months into this job. I had started taking on a lot more personal freelance work and was starting to get more into a, not a managerial role, but more of a consulting role with customers that were looking for more than just design. They were looking for help, and for answers, and guidance, in terms of what to do next, and prove their

a resource for future business owners

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overall business. So I realized there was a lot more to what I was doing than just producing art work, or building a website, or creating a brochure. Once I realized that's what I wanted to do this job really had no more meaning to me at all. I decided it was time to leave and start my own business. This is when I really started to get into music as well, in terms of touring the country, and in terms of getting involved with some real professional musicians. I managed to lock up an opportunity to tour the country and make a solid paycheck every week, which allowed me to start up Vinci Designs and make that my eventual source of income. So if we fast forward to today, I am no longer a traveling musician. I am a full time marketing and deign Guru. I've built my business up to nearly 100 active customers ranging from all walks of life and all industries. In terms of future growth of the company, I feel like the path that I'm on now is solid. I feel like the help that I give my customers is what we like to call, Evergreen, in the sense that good advice will always be good advice. Professional help will always be professional help and I don't really see that going away. No matter how I deliver that, whether it ends up just being me helping out through stepstoselfemplyment.com or if Vinci Designs continues to be the main source of my livelihood. I'm happy with it either way because I get to help people.

So before I actually get into a little bit of podcast material I wanted to take a second and just express things that I believe in personally, and in my business. My core belief with the business first and, I guess, life in general would be in honesty and transparency. I think those are two values that are really overlooked a lot. I think a lot of people are so concerned with being a PC (Politically correct) and spinning everything so it makes themselves and their company look professional and positive that they overlook the importance of just being honest and up front with people. Showing the wizard behind the curtain. I think, it's important for people to understand that. Maybe, it's because of the industry I'm in, but I find that true with marketing, and even just web design in general. There's a little bit of confusion as to what we do, and how it all works, and why people need all the services they need to get a website up and running things like that. There is a lot of questions involved. I feel like a lot of people in my industry keep that information hidden or make it more convoluted than it needs to be on purpose. The less the customer knows in these other marketing firms eyes, the more those customers will need that firm in the future. I don't believe in that. I believe in empowering people and giving them the knowledge they need, and the knowledge that will them to go out and be better business owners, or better managers, or just giving them the information that they need so they can use the tools that you give them to better their situation. When you give people that power it's ultimately going to come back to you in a positive way. Whether it's referrals, or repeat business, or just good

karma. All of these things are important in life and in moving your business in a positive direction, in addition to, honesty and transparency.

I would say the other two core beliefs that I try to follow are over delivering and educating customers. So over delivering is pretty obvious concept. Do more than what's been asked of you and people will love you for it and continue to come back to you time and time again. Just like with honesty and transparency. There's people who believe that over delivering goes against their core beliefs as a business. Perhaps they run their business based on time. Time is money. So if they over deliver, they're costing themselves time. I see their point but at the same time I think doing the bare minimum and expecting your customers to come back to you time and time again or leave with a really good feeling about your company is probably a bad assumption to make. In terms of education, this goes along with over delivering. I feel like that is something that more people should do, but don't. In terms of providing service to their customer's, education doesn't have to be formal. It can simply just be explaining things in detail and in a logical way that people can utilize to their advantage. So that goes right along the lines of empowering people but taking it one step further because you're giving them information that they didn't have before or didn't understand before and turning it into something they can use to better their own situation.

So while this is not the beginning of the podcast I do want to start each podcast off with a quote. This one is from a co-worker of mine, over a decade ago, well, almost 15 years ago now - Dating myself just a little bit. I was fumbling and half hazardly working on a project and he sternly looked at me and said. "What gets measured gets managed." Those five simple words have stuck with me every day since then and has been a core principal of how I live my life and run my business. While it might have different meaning to different people, to me, that simply means keep track of the things that should matter most to you or they will get lost in the shuffle. I think that's implacable to just about anybody's situation. No matter what you are planning to do or are doing right now. So don't forget, "What gets measured gets managed." Thanks to Glenn if he is out there listening right now.

So, as I said, at the beginning of this podcast, one of the biggest problems most people have when thinking about starting a business or becoming self-employed is knowing where to start. There's so many podcasts out there that focus heavily on the end, on getting to the success point. Talking to other people who have made it to the success point, and a lot of those people are not very forthcoming in terms of how they got to where they're at. Most will talk about the struggles that

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they went through. Struggles are something we can all relate to but they don't really talk about the actions that they took that helped create that path to success. That's why I'm focusing more on that journey and why I've chosen the writers that I've chosen. All of them are still building their business. They're still working hard to create something bigger and better. Hopefully something that creates major success for them as well, everybody's interested in that. Not everybody wants to be a millionaire though, or leader in their industry.

Some people are just happy being able to pay the bills and not worry about if they're going to have enough money to eat next month. So I think there's a big disconnect between a lot of the podcasts that are out there now and where you're at in your own personal self-employment journey. Now, as I mentioned, if you've got 53 percent of people who want to start a business and only less than 15 percent have actually done it, that leaves a lot of people out there who are just not ready or not sure how to start. Or maybe something else has came along and diverted their attention for the time being. There are a lot of resources out there that focus on success and don't really deliver into the steps that are necessary to make it happen for you. I think that leaves a lot of people with a sour taste in their mouth. That's not really from jealously, but more from frustration that comes from nothing substantial to hook into that'll genuinely kick start a business idea into reality. So when you don't have a plan on how to move forward, you're inspiration turns to stagnation overnight. Some of you may not have it in you to start a business. No matter how much you think you want it you may just not have that internal drive. It really truly does take a certain type of individual to be able to pull it off and be successful. I've met a lot of business owners who have no business being in business for themselves. Then I've met other ones that are completely inspiring and amazing at the amount of things they do, and accomplish in the time that they have. So, I guess, what I'm saying here is the self-employment, entrepreneurship, or just plain 'ol owning a business journey is not for everyone. I'm hoping that this podcast helps you reflect and decide what might be right for you before you get in too deep. Always remember that you're world is what you make it. Your life is yours to define every day. How you to choose to spend your time is always up to you.

While I'm not offering a formula for success, I do promise to guide you every step of the way to make any obtainable business idea a reality. I find a great deal of satisfaction helping others and guiding them on their own journey. Not only do I enjoy watching people succeed but I also like seeing them finally grasp the bigger picture and set realistic goals and expectations for the future. It's also their mini "ah ha" moment. It's great to be a part of that. So while we're just starting out

with this podcast the best piece of advice I can give you, if you're thinking about starting your own business, is plan. That is something vital to success and it's overlooked by most business owners. If you ask how many business owners wrote a formal business plan or did some kind of business planning I would bet a very small percentage would say they have actually done any kind of formal planning. In fact I've got interesting statistics about why businesses fail so in 2013. A study showed that 25 percent of businesses fail within the first year, 36 in tear two, 44 percent in year three, and 49 in year four. So those numbers don't seem bad for the first year but you have to wonder why the fail rate doubles in just a few years. The number one answer given by management was going into business for the wrong reasons. So that boils right down to planning and not thinking ahead. It's really something you need to consider before you jump into anything. I know it's tough, I know when you get a great idea it's like a spark that ignites in your brain and it's all consuming.

The one thing you want to focus on, believe me, I've been working on steps to self-employment for quite some time. This wasn't something I like to call a, flash in the pan, where I had the idea and next day it was a reality. I took the time and researched, and acquired my team of writers. Built the website and purchased all the podcasting equipment I needed to make this a great broadcast for everyone. All in all, went through several different revisions, changes, and additions to the business that I hadn't thought about originally. Every revision made is that much more congealed, and concise, and professional for everybody else. One of the great books for any inspiring entrepreneur to read is T. Harv Ekers book, 'Secrets Of The Millionaire Mind,' and one of the pieces of advice is to not believe. When he says that, he's not implying that he is a liar or shouldn't be taken serious, it's simply that what worked for him is not fool proof. It's not a guarantee path to success, but simply his path to success. I think that's truly what we're all trying to find is our own unique path to success. Even the word "success" is speculative because it means so many things to different people. No one can define that for you but yourself. Whatever you're success plan is, it's important to accept that it's not going to just fall into your lap. Planning will be a huge part of what makes your business idea blossom. So just like T Hard Eker, I would say, don't believe a word I say either. What worked for me may not work for you at all. I'm only one person and I'm certainly not a millionaire. I have things to learn and plenty of plans of my own in terms of growth and hard work to get to where I want to be in life. Anytime I think about planning, it brings me right back to my co-worker Glenn's statement about, 'What gets measured gets managed.'

Like I said if you're not keeping track of the things that matter most they'll get lost in the shuffle. There's also some additional concepts that come to mind when I think about that statement. Such as, what you put into something is what you'll get out of it. Make decisions based on facts and if there are no facts then use common sense. Those are really the core concepts that you should try to follow in terms of running your business and just life in general. Ever since making that change I've been focused and able to see two steps ahead of what's coming next. To further expound upon this idea of planning. I can take you back to when I started the business in 2005. I started the business more as a design partner for other marketing firms who were looking to outsource their design work. I had two companies that I connected with. They would go out and sell websites, I would build the websites and we would split the profits. It was a great experience for me because I really didn't have to see anything or manage anything other than the tasks associated with each project. At this point in my career, I didn't have a ton of business management experience. So this enabled me to really focus on delivering a high quality end product and slowly get a grasp of what it meant to run my own business. That is not something that comes naturally to most people. No matter how much you plan for it, there's going to be things that inevitably happen that you can't plan for, or didn't really see ahead of time. So this situation really worked out well, for me, as I was able to build up the management end of my business and I knew I had a steady supply of work coming in every month. So it was nice to have the guaranteed income but after a while I started to see the pitfalls of this situation.

The fact that I had no true responsibility in terms of these customers, I was simply delivering an end product but not really interacting with them. I didn't get their feedback. I didn't get their initial input into the project, anything like that. It really left a huge disconnect. I started to see how I was just a piece of the puzzle and not having that direct contact with these customers meant that at any time I could simply be cut out of the equation. I knew this situation wasn't going to last forever, but it definitely ended sooner than I had hoped that it would. It's one of those situations that you could apply Murphy's Law where, 'whatever can go wrong will go wrong.' Without running my own business before, I never really realized how you have to constantly think ahead and can't just be in the moment and worry about your current situation. You have to think about the longevity of the business and making sure you're able to "keep your doors open no matter how rough things get." So the major problem was in the 2005-2006 time frame. The industry itself was very different than it is today. There wasn't as much outsourcing as you see now days, certainly not as much overseas outsourcing. That was just kind of starting out at that time. So a lot of marketing firms were leery about the idea of sending their work to a team

that wasn't local or even just domestic in the US. There was also a big cost difference when we first starting building websites than there is today. A big part of that is simply just the technology that's used to build websites. Nowadays it is way more complex than it was back then. We were building simple websites for very small businesses and we could crank out a website for less than a thousand dollars and still make descent profit on it because the time involved with putting that together was very limited. Now days some of the websites we build are taking three months or four months to build, working eight hours a day. So it's a very different industry. Maybe not so different overall but, for me, in my business, it's definitely different. We're just focused on a totally different type of customer now than we were back in the day. Back in 2005 you just didn't have a lot of companies that were outsourcing and this change in the type of website, and the cost involved was a little bit of a roller coaster ride for some marketing firms. I think a lot of companies went from outsourcing work to hiring internal design and development teams because it was more cost effective. So essentially one of the companies who was outsourcing their work to me decided they could no longer afford to do so. I ended up losing roughly 50 percent of my income for the year. So I really didn't have any idea the bottom was about to drop out when it did. I realized right away, though, I had a major problem with the way I was running my business and decided I needed to change the model completely.

So after that experience, I realized that maintaining over my destiny and over my business had to be the most important thing I set out to do. That one experience taught me to always diversify and make sure that I'm continually marketing my business and spreading out revenue over as many clients as I possibly can so I'm not dependent on one or two clients providing me with all my income for the year. So like I said, now we have close to 100 active clients. If we lose two or three customers or even five customers throughout the year, I mean, it's going to happen over time. You just lose people. They close their business down, it's nothing you're doing wrong, it's just part of the game. When you have diversified to the point where you have so many customers you really don't feel that pain like you do when you focus on just a few. Diversifying has opened up a lot of doors for us as well. We've expanded our service offerings considerably since that time and while we were "full service" at the time, I don't think we were really offering every marketing service that we are now. So it's helped us focus on our customer accounts, help them find new ways to build their business and generate more revenue. It just helps us grow and expand our business year after year. Ever since making that change we've grown the business by 15 to 25 percent every single year. Where we started and where we're at now are two very different places. So ever since we diversified and expanded our business we've passed that along to our

customers. Help them diversify and stand out to both their target markets and among their competitors. That's why I really love our business. I love the challenge of figuring out what makes them unique or creating that one element in their business that's going to take them to the next level. That all comes back to having that tool set to deliver a diversified approach and giving them that knowledge. As I said before, empowering those clients so they feel like they have control over their own marketing destiny.

So I'll wrap up this episode just by talking about one more aspect of my own personal life. Where did this all come from, the self-employment podcast and steps to stepstoselfemployment.com? Back in 2012 I decided I wanted to start writing a book. This book would focus specifically on helping future business owners and entrepreneurs on their path to success. The book was called, 'Fire Your Boss and Hire Yourself,' and is geared toward anyone in any career field who's tired of the corporate world. Punching a clock, or whatever you're doing, and will help you get out on your own, and be your own boss, set your own standards for the work that you do, and the services that you provide your customers. At the time, I thought the book was the best way to reach people and to help but, I realized that while it's great in theory, it's easier said than done. It takes years sometimes to plan, implement, and then persevere with an idea. I didn't want to wait to be able to start helping people on their journey. I feel like now is the right time. I feel like there's so many people who want to start their own business but just don't know how to get started. So I decided to essentially put the book on hold. While I'm still writing in the background, I'm focused more on the self-employment podcasts and stepstoselfemployment.com because I feel like those are immediate resources that everyone can use, and tap into. And, at the same time it'll help me create a better end product in the book because I'll have all the feedback that you guys provide on the website letting me know what's important to you. What are some hot button issues? What are some fears or challenges you're worried about having to face? So I definitely encourage everyone to give as much feedback and insight as you can into what's holding you back. What's making you second guess starting your self-employment journey? What fears do you have? Anything and everything you guys want to know about or want us to talk about I am more than happy to deliver.

The point of the book or even the podcasts and the website are not to teach you how to diversify or stand out or what the latest tricks of the trades or software applications might be. That's all relevant to right now, but five years now that may not matter much, or even be relevant. So everything I'm putting out there, I'm not trying to make it a gimmick, or a get rich quick scheme,

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or a guide tricking your customers into thinking you're something you're not. The primary goal of all of this is to teach you how to survive. How to plan things you may not have thought of along the way. Address fears you might have and how to cope with those fears, and any other topics that come up that relate to starting a business and making that transition from your current employment. Firing your boss and then working for yourself. I know that's scary and I know if I had somebody I could tap into as a resource back when I started I probably would be much more successful than I am right now. None of these resources I would label as a how to resource because the information is coming from multiple perspectives and what worked for us and what didn't work for us. Some things we learned along the way from our own experience or our customers or peers. So we're neither right nor wrong and you're free to take what you can from the experiences and put in to work for you the nice things about the writers we have on the website too. A lot of them are from different industries, so you're not just getting marketing experts, or freelance writers, or bloggers. At the time of this recording we've got some experts in architecture, construction, search engine optimization, business coaching, entrepreneurial leadership, education consulting, becoming a thought leader and a lot more. So I feel like within this group there's something that will strike a chord with everyone. Tthat about wraps it up for episode one.

I want to thank all of you so much for listening, downloading, and subscribing, to this podcast, and also for checking out our website stepstoselfemployment.com. We ask that if you value what you heard please take a moment and head over to iTunes and give us a five star review. I also encourage all of you to visit stepstoselfemployment.com and let us know what self-employment topics are troubling you the most. Also please sign up for our weekly email newsletter, which will keep you up to date about podcasts and website updates as well as provide some actionable tips to help you on your journey. I'm here to help you in your journey not just to talk about my own. So please remember what you put in this is what you'll get out of. You can reach me anytime through our website or send me a personal email to gerald@stepstoselfemployment.com to talk to me directly. Thanks for listening to the self-employment podcast and I'll talk to you next time.

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