



Butler University Books

---

11-10-2011

## Plan C: The Full-Time Employee and Part-Time Entrepreneur

Erin Albert  
*Butler University*, [ealbert@butler.edu](mailto:ealbert@butler.edu)

Follow this and additional works at: <https://digitalcommons.butler.edu/butlerbooks>

---

### Recommended Citation

Albert, Erin, "Plan C: The Full-Time Employee and Part-Time Entrepreneur" (2011). *Butler University Books*.  
1.  
<https://digitalcommons.butler.edu/butlerbooks/1>

This Book is brought to you for free and open access by Digital Commons @ Butler University. It has been accepted for inclusion in Butler University Books by an authorized administrator of Digital Commons @ Butler University. For more information, please contact [digitalscholarship@butler.edu](mailto:digitalscholarship@butler.edu).



Plan



The Full-Time Employee

and

Part-Time Entrepreneur

by erin albert

# Plan C



## Plan A:

Go to a great college. Go to a great graduate school. Get a great “professional” job. Then get laid off.



## Plan B:

Declare that you don’t need a day job and become a full time entrepreneur. Work twice as hard for half the money. Then get frustrated, broke, and close the business.



## Plan C:

Don’t chuck the day job, keep it. Don’t get rid of the entrepreneurial dream either, keep that too. DO BOTH. This book will show you how, by showing you real people living the Plan C dream.

### About the Author:

Erin Albert is a Plan C'er herself, as an entrepreneur, teacher, assistant professor, pharmacist, law student and writer. She has written several books about practical entrepreneurship, and taught students how to write business plans and think like entrepreneurs at Butler University. A student of law, she plans to graduate in 2012 from Indiana University School of Law-Indianapolis. To learn more about the author, visit: [www.erinalbert.com](http://www.erinalbert.com).



@yuspie



Plan C The Book



Group: Plan C The Book

Yuspie™ is a registered trademark of Yuspie, LLC  
Cover Design: [Bridget Gurtowsky/gurtowskygraphics.com](http://BridgetGurtowsky/gurtowskygraphics.com)  
Author's Photo: [Debby Brust/photodebby.com](http://DebbyBrust/photodebby.com)

# Plan :

The Full-Time Employee

and

Part-Time Entrepreneur

by

erin albert

yuspie<sup>®</sup>

ALSO BY ERIN ALBERT

***The Medical Science Liaison: An A to Z Guide***

(with Cathleen Sass)

1<sup>st</sup> and 2<sup>nd</sup> Editions

***Single. Women. Entrepreneurs.***

1<sup>st</sup> and 2<sup>nd</sup> Editions

***The Life Science Lawyer***

***Indianapolis: A Young Professional's Guide***

1<sup>st</sup> and 2<sup>nd</sup> Editions

***Prescription to my Younger Self: What I Learned After Pharmacy School***

(multiple authors)

Yuspie, LLC  
PO Box 335  
Fishers, IN 46037

© 2011 Yuspie, LLC. All rights reserved.

Published in eBook format by eBookIt.com  
<http://www.eBookIt.com>

ISBN-13: 978-1-4566-0587-2

*No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the CEO of Yuspie, LLC.*

*Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation or for your jurisdiction. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages. The information contained herein is not necessarily the opinion of the author or publisher.*

*Designations used by companies to distinguish their products are often claimed by trademarks. In all instances where the author or publisher is aware of a claim, the trademarks have been noted where applicable. The inclusion of a trademark does not imply an endorsement or judgment of a product or service of another company, nor does it imply an endorsement or judgment by another company of this book or the opinions contained herein.*

***Plan A:***

*Go to a great college, since your parents probably didn't get the chance. Then go to a professional school—medical, dental, law, you pick it. Then graduate, and get the very best 'professional' job you can. Work your dupa off. Work 60 hours a week. Give 150%, even though you don't own anything. You're an employee!*

*However, you're expendable. And...you're laid off.*

***Plan B:***

*Go through twelve stages of losing job. Declare that you'll chuck it all to start your own business to live the dream. Work your dupa off. Work 120 hours a week. Give 250%, and you own everything. You're an entrepreneur!*

*However, you're dealing with uncertainty, administration, and lack of cash flow. You're dealing with your beautiful dream and the sometimes-ugly reality. And, you're exhausted, frustrated, and...closed.*

***Plan C:***

*Don't chuck the day job, keep it.*

*Don't chuck the entrepreneurial dream, keep that too.*

***DO BOTH!***

*Work the full-time day job, and create the entrepreneurial dream on the side. You'll be working ALL THE TIME in your head and pretty much in your life. I won't lie. It won't be easy. But what in life is that IS worth doing???*

*This book is about how to live a Plan C life.*

## Contents

### **Acknowledgements**

### **Introduction**

### **Disclaimers**

### **The Plan Cers:**

#### **I. Doing Both: Full-time Day Job, Part-time Entrepreneurship**

*Brian Chamberlin - Atigo, Inc.*

*Mary Jacobs - Seaton Strateges, LLC*

*Sriker Nadipuram, PharmD - Apothecary Solutions, LLC*

*Keith Crawford - Omnicademy, LLC*

*Yuri Duncan - Co-Founder of: ZapTown, Bedrock Springs Seafood Farm, and Armageddon A Go-Go*

*Trevor Belden - The Ball & Biscuit*

*Roxanne Nicolas - Glam Designs, LLC*

*Deb Amorde & Brooke Freiborg - Moxie Cycling Company, LLC*

*Katasha S. Butler, PharmD - K Sherrie+Company and butler apothekarie*

*Ian Busch - Digital Wave Creative, LLC*

*Cheryl Seibert - Red Dog Photography, LLC*

*NaShara Mitchell, JD - Ready to Blush Makeup Artistry, LLC*

*Erin Albert - Yuspie, LLC and Pharm, LLC*

#### **II. Those Who Left The Day Job**

*Crystal Grave - Snappening, LLC*

*Ryan Murphy - Evoluggage, LLC*

*Lora McCurry - Wax It! Spa, LLC*

*Henry Kurkowski - eWireless.com, OneWifi.com*



## **Part Two: Technical Support**

### **Finances:**

*Peter Dunn - Advanced Planning Solutions, Pete the Planner, Green Olive Books, Robotowear*

### **Coaching:**

*Lorin Beller Blake - Big Fish Nation*

### **Legal Issues:**

*Kenan L. Farrell, Esq. - KLF Legal*

## **What I Learned From This Project**

***Join the Plan C Movement! Here's how:***



***Facebook: Plan C The Book***



***LinkedIn Group: Plan C The Book***



***Twitter: @yuspie/PlanC***

# Acknowledgements

My friends are awesomely consistent; they always come through for me, and without them, as with all my previous projects, this book would not have been possible. Thus, I must take a moment and thank them for their help, guidance, suggestions, and connections that made this project possible.

Of course, I must acknowledge all the people who were willing to be interviewed for this project, who are all clearly some of the busiest people I've ever encountered on the planet. Thank you. And, equally important, all my friends who referred me to each of them: Tiffany Benedict Berkson (Historic Indianapolis), Kenan Farrell (KLF Legal), Rebecca Berfanger (*Indianapolis Monthly*), Elizabeth Allington (IU School of Law – Indianapolis), Peggy Paul (SheTaxi), Ed Ballard, Niquelle Allen (Butterfly Consignment), and Kacia Palmer. Thank you for looking out for me—it is appreciated!

I also in particular want to thank my accountant, editor, and mom, Dorothy Albert. While I wasn't raised in Nepal, my mom has always been my Sherpa to the wonderful worlds of practicality and realism. She's also one of the five avid readers of my blog. (Thanks, Mom, but when do I get to edit your book?) To my other Sherpa of writing, Dr. Voci—I am grateful for your continued spirit in my life. Mr. Russell: your favorite client thanks you!

Next, to thank all those who take a chance on me by allowing me the opportunity to work each and every day at the best university in the world, Butler University: Deans Koehler and Andritz, thank you for your continued support. (Dean Koehler: Keep. Moving. Forward!)

Thank you to all who have changed my world by making it better. I hope together, we can change the world and make it at least a little better than we found it.

## Introduction

Once upon a time, in a land called America, an individual could work really, really hard to envision and realize the American Dream. By studying hard, doing the best possible job in school, going to college and then graduating could almost guarantee a solid career path for 30+ years. He could typically stay with one company, and could one day retire with a gold watch. He knew he was a loyal employee to the company, and in turn, the company would take care of him for the rest of his life.

Unfortunately, in 2011, the story above has joined the cadre of Cinderella, Snow White, and Pinocchio: it is merely a fairy tale. The U.S. economy is currently resetting, after one of the most devastating economic recessions in the history of the country. Employment is hovering around 9% as I write this. There is a growing movement of people fed up with our government currently (Occupy Wall Street, even Occupy Indianapolis here in Indiana) who are taking to the streets and protesting for change. The top 1% of wealthy Americans controls over 40% of the nation's wealth. Professionals who used to have 6-figure jobs are either still out of work in some cases, or accepting jobs and pay at a third or half of what they used to make prior to the recession. In turn, some professionals are taking pay cuts or receiving no pay raises at their jobs due to the rocky, slowly recovering economy.

Personally, I can't even remember the first time I had a job, because it feels as though I've always had a job. I was young. I'm pretty sure now it would violate a few child labor laws, but working has always been part of my life. I also sold candy and widgets for activities at school, consulted on the side, and pretty much had at least a part-time job or more during college, and throughout my life. Work is part of our American culture, and part of my family's culture. Americans love to work. I love to work. Hard work we are told leads us to opportunity, perks—and cool stuff in general.

But I think we've shifted as a country on how we view work now, and even *how* we work now. At least that's what I found when I was writing my last book, *Single. Women. Entrepreneurs*. As I interviewed women for my last book, I discovered the more I talked to them, the more work they had going on—on the side, full-time, part-time, on their own, with others, in not for profit causes, etc. The longer the conversation, the more jobs I typically unearthed. I then began thinking about my own situation. Currently, I have a full-time day job myself (I teach at Butler University), and I own two companies on the side. Also, I'm going to law school at night. Why am I seemingly killing myself to do all this? Because frankly, I think this is the new career stability. Having more than one job is a ticket to the new American Dream, in my opinion.

Working on the side on your own or for someone else really isn't a new concept. Several books have been written about this before: Dan Pink calls it a *Free Agent Nation: The Future of Working for Yourself* (Business Plus, 2002), a study he did of the changing free agency of the employees in the U.S., and his own personal account of going from the White House speechwriter for the VP of the United States of America to the "Pink House" of being a free agent. Felicia Joy calls it *Hybrid Entrepreneurship: How the Middle Class Can Beat the Slow Economy, Earn Extra Income and Reclaim the American Dream* (Joy Group Press, 2010).

Marci Alboher also talks about multiple career streams in her book, *One Person/Multiple Careers: A New Model for Work/Life Success* (Business Plus, 2007). However, I couldn't find much on the

psychology of Plan C: holding down both a full-time or nearly full-time day job and starting a business on the side. The closest I found was Joy's book, which I highly recommend as well if you are serious about the desire to start a business on the side. So, I thought it was time to study what makes the Plan Cers tick. (Time for a definition here: A **Plan Cer** is one who has a full-time or nearly full-time day job and also has his or her own company on the side.)

In looking at the mind of the Plan Cer, I wanted to check and understand whether or not there was one particular type of personality this career path straddling attracted. I did ask everyone who participated that was a Plan Cer what their personality test results were. The good news? Everyone was all over the place! There wasn't one particular personality type or indicator in common that they all shared. That's great news, because you and I don't need one particular personality type in order to be a successful employee and business owner! Yay!

Back to the new American Dream: I personally think people need to learn how to supplement and improve their economic standing without solely relying upon one "day job," or full-time employment (FTE) anymore. Yes, I believe we need to literally redefine the American Dream. One method by which people are learning how to proactively supplement and restore income is through entrepreneurship or part-time entrepreneurship (PTE). Furthermore, an increasing number of professionals are asking themselves: why not both? Why not have a full-time day job AND a part-time entrepreneurial endeavor on the side? Thus, the era of the Plan Cer is upon us.

However, with both hats come some extra benefits and challenges to employers who hire these full-time workers/part-time entrepreneurs. What are those benefits and challenges? Do employers view part-time entrepreneurship as an asset to their employees, or a liability? Are there certain professions that lend better to part-time entrepreneurship? If so, what are they?

This book will explore these challenges and benefits for the Plan Cer, which is the future of work in this economy. I attempted to arrange the interviews in this book by people who are currently holding down the day job and already have a side business, all the way through to someone who started a business on the side while working full-time, but has been on his own as an entrepreneur now for eight years. I also wanted to talk to three coaches or experts on preparing for both: getting one's head right, getting the money right, and thinking through the tricky legal stuff prior to making the leap. (If law school has taught me anything, it is that an ounce of prevention is worth a pound of cure.)

Lastly, there are a myriad of questions I want to ask the Plan Cer: namely, why are they attempting both? For what reasons did they start their businesses? Do they have mentors? How did they approach their day job employers about wanting to start a business? What are their biggest challenges? What advice do they have for the rest of us? And the most important question of all: Do they believe their day job employers are benefitting from them being entrepreneurs, and if so, what are the benefits to their employers? What are their end goals: to keep the day job and run the business on the side, or ultimately leave the day job and explore entrepreneurship full-time?

With the coaches, I just wanted to ask what people should think through before coming a PlanCer: what frame of mind do they need? What type of money or support do they need in the bank before starting? And, what items do they need to think through along with their day job employers in order to start a side

business equitably and without violating any of the day job employment commitments? These are the questions I want answers to, as I think about the Plan Cers out there, doing their damndest to make our economy strong again. Read on to learn what I found out. At the end of the book, I'll discuss some trends I found woven through the interviews, and also try throughout the book to point out some potential resources for you if you're thinking about becoming a Plan Cer as well.

In the end, I think I'll arrive where I have before, even when coaching my pharmacy students. One job anymore isn't safe, period. Industries crash and burn overnight. Companies tumble. Change happens in the blink of an eye. We are competing globally now. Thus, I think the Plan C future is the way to go, if we want to stay competitive. Read on, and meet me at the end to regroup and see if your trends match mine.

## Disclaimers

First off, I recently read advice that one of my favorite local Indiana native writers, Kurt Vonnegut said about writing. One of the admonishments he had for other writers and himself was to, “Pity the readers.” So, because of Kurt’s warning, and all of our own time crunches, I decided to try something new in this book and provide to you, the reader, some of the most salient or sticky points in each of the interviews at the end of each. These are just my opinions, or what resonated with me personally. That way, you can “cut to the chase” if you need to (and trust me, I’m also a fellow entrepreneur, so I get it). That’s more of a practical rather than legal disclaimer: I’m going to help you get through the book a little more easily so YOU can get on with making your own dreams of entrepreneurship happen!

Of course, being a law student gives me the onus to provide a paranoid disclaimer to each of you reading this book and contemplating a part-time business on top of your day job. This is where I tell you that, while I’m hoping to show you how others did both, and did it properly, it is not a substitute for your particular situation. It may not work for you. Everyone’s situation is different, so please keep that in mind.

I would highly, highly recommend that you consult an attorney and/or a coach to make sure your own approach that you’ve carefully researched and thought through is going to work for **YOUR** situation. This book is not a substitute for solid, appropriate-jurisdictional legal advice from a qualified member of the bar where you live. There might be some professions and day jobs out there where having a side business is just not possible.

Now, all the disclaimers aside, let’s move on and see how others have become part of the Plan C cadre!!!

## **The Plan Cers:**

### **I. Doing Both: Full-time Day Job, Part-time Entrepreneurship**



## ***Brian Chamberlin - Atigo, Inc.***

*Brian Chamberlin attended Purdue University, where he earned a BS in electrical engineering, and Concordia University in Irvine, CA, where he earned a MBA. He founded Atigo in April, 2000 and has been working on a technology to prevent drowsy driving. He also founded Spinach Software in 1996, which built dynamic database-driven websites. Currently, he works full-time in his day job at a software development company for TV broadcasters. He lives in California.*

***Please discuss why you started your business, and what you do with your business.***

Atigo is a business to help people who struggle to stay awake while driving. We have a unique technology for shift workers, people with sleep disorders, or anyone who struggles to stay awake when they drive. It is different from other technologies in that it does not attempt to detect drowsiness, it prevents drowsiness. I had this concept stuck in my head for a long time and put it off to the side. But every time I kept thinking I wanted to do something, it kept coming back. I have about twenty businesses in my head, but this is the one that is ground breaking.

***Why did you start your business? Are you trying to patch income, supplement income, feed a passion that is lacking, or some combination thereof?***

I started Atigo because I had a product idea in my head that I wanted to bring to life. But then again, I have dozens of business ideas in my head. I chose this one because it is the one that I think will change the world. Of all the ideas I have, this one is by far the most difficult. But since it is a bit crazy, no one else is pursuing it. Consequently, this business is the one I think has the greatest chance for success.

I want to make money too. I've given up a lot to start Atigo. I make pretty good money at my day job, and all my peers have nice cars, fancy home theater systems, nice furniture, etc. Except for a few things, like our mattress, every piece of furniture in our house was bought off of Craigslist. Everything else was bought on sale. We live frugally and that gives me the extra cash I need to keep Atigo afloat.

I tell myself that it's OK because Atigo is an investment. It's my retirement fund. That makes my wife feel better about all the money I'm spending too. She thinks it's better to put money into Atigo than to spend it on golf clubs and green fees like the husbands of her friends do.

As an investment, I'm not looking to Atigo for supplemental income. It's more like putting all your money down on a single number in roulettes. It will either make a lot of money or I will lose everything I've invested. There will be no in-between. I will either retire wealthy or it will be good that we've had so much practice living frugally.

***Did you have entrepreneurial mentors in your life?***

Yes, and no. The first business I started was a newspaper delivery route in Riyadh, Saudi Arabia, when I was 15 years old. I overheard a couple of women complaining about how hard it was to get a newspaper on the weekend. That led me to start a weekend-only newspaper delivery service. I would buy the papers for about \$0.60 from a local store and deliver them for about \$1.00. Within a year I had over 200

customers and more money than I knew what to do with. During that time, the only guidance I got was from my mother who told me that you can't win customers by posting flyers; you have to go knocking on doors. What my parents didn't tell me was that when I had to leave Saudi Arabia, I could have sold the business to someone. That business didn't have a lot of barriers to entry, so I didn't think it had much value. I first handed the business over to my brother who lost more than half my customers, and he handed it over to a neighbor who eventually killed it. Had I made them pay for the business, it would probably have survived since the person who bought it would have been motivated to work.

My second business, Spinach Software / LocalMusic, was started almost by accident. I had intended it to be a part-time venture while I worked full-time for a small web hosting company. However, that company shut down just as I arranged a few consulting projects. So the day that company closed up, I moved into another office in the same building and began working on Spinach full-time. I even brought on two employees, a friend from high school and my girlfriend/future wife. But it was a trial by fire. I had no mentors and no experience in accounting, sales or marketing. The lack of sales experience is probably what prevented Spinach from being as successful as it could have been. That, plus being a few years too early in the market. Many of the customers we were trying to sell websites to didn't even know the internet existed.

In my third business I decided to do things differently. As soon as I decided to pursue Atigo, I started reaching out for help. Fortunately with the dot.com boom in full swing, there was help available for new businesses. There was a Small Business Development Center (SBDC), funded by the SBA, called VenturePoint. They helped turn my feeble first attempt at a business plan into something I am proud of. They also introduced me to groups like the Tech Coast Venture Network (TCVN), Orange Coast Venture Group (OCVG), and Tech Coast Angels. I now have a sizable Rolodex (in my phone) with contacts I can turn to for a wide range of issues. Sadly, VenturePoint closed down in 2004.

***How long did you contemplate starting your business before actually starting it on the side?***

The concept for Atigo came to me in 1994 when I was 25 years old. I knew that this was something I would build one day, but not that day. The project required talents I didn't have and a substantial amount of money to develop. So, I wrote the idea down and filed it away until I felt I was ready. In the meantime, I pursued a business in my area of expertise, computers. That was Spinach Software / Localmusic.net. It started as a side project, which in 1995 turned into a full-time job, albeit one that did not pay a lot of money. That was the beginning of the dot.com boom when lots of people were excited about the internet, but few people were actually making any money.

In 1997, I grew somewhat tired of working 16-hour days for a bit less than McDonald's wages. I gracefully shutdown Spinach, and took on a full-time job. I kept the website alive, and a year or two later I sold LocalMusic to a couple of business students, one of whom had an investment banker father. I kept an equity stake in the new company and did consulting work to keep it going. They managed to raise capital, and drank the dot.com Kool-Aid®. They relocated to San Francisco, and started taking on a lot of expenses without the income to back it up. So in 2001, LocalMusic became another victim of the dot.com implosion.

Fortunately, for me, I did not drink the Kool-Aid. When they relocated to San Francisco, I stayed behind and kept my day job. I had a young daughter, and was not willing to risk her well being on a company that was spending millions of dollars but still had not figured out how it was going to earn revenue.

That experience opened my eyes to the world of venture capital, and showed me how much I had to learn about starting a business. It also convinced me that I could do it. In April 2000, I made a conscious decision that I was going to pursue Atigo. At that time, I was still taking on consulting jobs to earn extra money. I quit consulting, and began to focus all my efforts on Atigo.

***How did you approach your full-time day job employer about starting a business?***

When I think back through my work history, I've always had a job on the side. From my first job out of college, I was always dreaming of another product to create. When I took my current job, Spinach Software was still operating. I told them that I still had commitments with Spinach and would be fulfilling those commitments as consulting projects on the side. They were OK with that. I also told them I had a few ideas that I wanted to protect (including the concept for Atigo), and made sure that the employment agreement I signed explicitly excluded this concept. At the time, this company was fairly young; I think they agreed to these terms possibly because finding quality people was difficult back then. Now, if I asked for the same terms, I don't know if I would have been hired.

***Is your employer OK with you having a business on the side?***

I had minor issues a long time ago. One person in a nearby cube complained that I was making Atigo related calls from my desk. HR told me about the complaint, and asked me to be careful. Now I have a cell phone and stand outside the building to talk Atigo business. I've had no complaints since. I try to keep Atigo to myself during the business day, but I will still slip out over lunch for meetings or to pick up supplies.

More recently, my company has been hiring my side company to build parts for their manufacturing operation. I learned the hard way that it is difficult and expensive to find a machine shop willing to build a small quantity of parts. After spending over \$20,000 having parts made for me, I decided to start buying up used machining equipment. Before long, and for less than half what my last prototype cost me, I had a full machine shop in my garage. My employer has a small manufacturing business, and occasionally needs parts made for their machines. They, too, found it difficult and expensive to hire a machine shop to make a small number of parts, so they asked me to give them a quote for the job. Needless to say, I give them a good price since I don't have rent to pay and since I want to stay in their good graces.

***Do you see the day where you might just become a full-time entrepreneur? If so, what is the tipping point for you?***

Absolutely. Once Atigo starts generating revenue, I can see this becoming a full-time job. Right now we are trying to build something slightly crazy according to most people. We are close to having a product that we're happy with and want to start showing it to potential customers. Then, when we sell 200-300 systems, I can leave and make Atigo a full-time job. In the meantime, I'm more than happy to launch

this business from my garage. This gives me the luxury to launch and operate Atigo for however long we need for very little money.

***You have a wife and family. Having a full-time job and a part-time business can be stressful on top of having a family – how do you keep balance in your life?***

Give up TV and all your hobbies. A lot of my friends are into golf. They go out for 4-5 hours on the weekend to play. I spend 4-5 hours in my shop developing a product I really believe in. To me, that is far more enjoyable than golf.

Like everything, entrepreneurship requires compromises. I made a commitment to my wife and myself back in 2000 that I was going to start this business, but that I was not going to sacrifice my family to do it. I've always set aside time for my family, and squeeze Atigo's work in between their needs. This has meant that Atigo has not progressed as fast as I would have liked it to, but at the same time, I wouldn't trade the relationship I have with my wife and daughter for all the money in the world.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

If you are developing software, then the first thing you should do is take a crash course in intellectual property (IP) law. EVERY software developer needs to understand copyright law and be aware of what rights were signed away as part of the employment agreement. Otherwise, they might invest thousands of hours into a side project and later learn their employer owns every line of code written.

The second piece of advice I would give is do your market research. Coming up with a cool product idea is not that difficult. Coming up with a cool product idea that someone wants to buy is a lot more difficult. My day job is in the TV industry, and one day an engineer approached me with an idea to improve the TV remote control. He wanted to put a "pager" feature in the remote control to help you find it. This is a common feature in cordless telephones and could easily be implemented in a TV remote control.

He reckoned that it would only add a dollar of cost to the remote and people would love this feature so it should be an easy sell. The problem, I explained, was that his customer was not the end consumer, but the TV, DVD, and set-top box manufacturers. Then I asked him to think back to the last time he bought a TV or DVD player, and tell me how much consideration he gave the remote control in his purchase decision. That helped him see that his great idea would be nearly impossible to sell to the real customer since to them it was a cost with no tangible benefit.

***If you had to start another business, what have you learned that you might do differently – either about yourself, or about how to run a business in general?***

If I were doing things over, I probably would have waited until I had a working prototype before I filed for the patent. To date, I have spent about \$50,000 on patent fees. While it's been helpful, in that it allows me to talk openly about our technology, I'm not convinced this was the best way to spend our

limited cash. Plus, patents are only good for 20 years from the filing date. If you take another 10 years to develop your product, you've cut your patent term in half by filing early.

I would also try to stay away from consultants. I spent 4 years and at least \$50K on various consultants building prototypes, none of which turned out to be very good. When I began to run out of cash, and realized I couldn't afford any more consultants, I took ownership of the design. I started buying used machine shop equipment and signed up for a shop class at the local community college. I built an entire machine shop for less than the cost of one prototype, and once the shop was in place, each new prototype took weeks, not months, and cost hundreds of dollars (or less), not thousands. Consultants are good when you can define exactly what needs to be done, but when you need creative solutions to problems, I've not yet met a consultant that can fill that role.

One decision I made early on in this business was that I wanted to be President, not the VP of Engineering. The first four years I focused my attention almost exclusively on developing the business plan, studying the funding process, searching for alternative funding paths (like the SBIR Grant program), and pursuing a MBA. Once I got my MBA, and it was time to focus on product development, I still had it in my head that I did not want to be the engineer who designed the product, and that I wanted to hire someone with the right talents.

As it turned out, I never found that someone. I spent lots of time and money on consultants, but never came up with a prototype that worked. In the end, I ended up designing the prototype myself. The key lesson that I learned was that you cannot hire someone to build your initial prototype. You have to do that yourself. Once you have a prototype that is close to what you want, you can then find engineers to design a real product from your prototype. Trying to skip that first step cost me a lot of time and money.

***Do you think your day job employer benefits from you owning a part-time business? If so, what are those benefits?***

Absolutely. Being a part-time entrepreneur changes your focus. You have to start thinking about marketing, sales, financial issues, cost controls, etc. Those patterns of thinking are ALL benefits to your employer. Any employer who has employees who can see the big picture will be ahead, and those skills are incredibly valuable to any business. ☹

### **Summary: What I learned from Brian's Interview**

- View your entrepreneurial endeavor as an investment and live frugally.
- Everyone should have basic accounting, marketing and sales training.
- Review your day job employment agreement carefully.
- A little 'crazy' is good when starting a business.

## ***Mary Jacobs - Seaton Strategies, LLC***

*Mary grew up in St. Paul, Minnesota and graduated from the University of St. Thomas with a degree in Public Administration. She has also obtained a master's degree in Organizational Leadership with a concentration in Strategic Management at St. Catherine University in St. Paul. She worked in the airline industry for nearly 20 years, which allowed her the opportunity to live in many parts of the U.S., including Detroit, Seattle, Cleveland and Boston. Mary has founded two companies—Seaton Sales Management, LLC in 2006 (currently dormant), and Seaton Strategies, LLC in 2010. On top of her full-time day job and two part-time businesses, Mary is an active SCORE counselor and works with small businesses on their business plans and sales and marketing strategies. She is also a facilitator for SCORE workshops. She currently lives in the Twin Cities, and also writes for SheTaxi.com.*

***Please discuss why you started your businesses, and what you do with your businesses.***

I became interested in small businesses while living in Seattle. When I came back to the Twin Cities area to be closer to my family, I did consulting with small businesses here. The reality is that small businesses struggle when they launch. There are also a lot of people who work with small businesses so I found it challenging to find the small businesses that could afford to pay for my consulting services. After a year and a half, I went to work for a company called Deluxe, and was with them for two years in the small business division as Sales Competency Manager doing leadership development and sales strategy work in their call centers.

What I learned at Deluxe was that big corporations don't understand the mindset of small business owners. I realized there was an opportunity to connect small businesses to large corporations. After being laid off from Deluxe in 2010, I built training curriculum as well as consulting modules around this concept. Meanwhile, a woman who had a tech firm for which I did contract work asked me to come help her grow her business. While I had worked for big and medium sized companies, I had never worked for a small business. I thought it would be an excellent opportunity to learn more about the small business owner mindset, so I took the leap. The woman I work for knows that I'm working on the side on my own to create curriculum particularly for banks and how they can better work with small businesses.

I've evolved in the last several months from less focus on consulting services to building products, particularly training materials for banks and other corporations that sell to small businesses. This is my second company. I've found it is more viable, because banks have resources to put into this concept, while small start-up companies do not. I still love the idea of working with small businesses to help them be strategic and focused. Now rather than making a living as a consultant, I do this as a SCORE counselor for free. The counseling gives me the energy and the sense of satisfaction of making a difference for an entrepreneur. I think it's a win-win.

I grew up in the Twin Cities and worked for Northwest for nearly twenty years. I was totally a corporate person and literally drank the Kool-Aid. When I turned forty, I stopped and asked myself--is this all there is? For me, I regretted that I spent so much of my time on my career and not my personal life. (I am not married.) So, when I was laid off from Northwest after surviving twenty-five rounds of layoffs, I decided that it was time to make some changes in my life—first by going back home to the Twin Cities. It took me a year to fully recover from the layoff.

I always admired small businesses and people who could build a company merely from an idea. I also had the opportunity for most of my career to work with big corporations—like Microsoft, Boeing, Nike and other big companies. So I thought, why don't I try to teach my skills to small businesses?

I started as a SCORE client when I started my consulting business. My strength was sales, but I evolved my expertise into marketing and sales. At SCORE, I'm now one of the youngest counselors, and I love and thrive on helping other small businesses.

***Are you trying to patch income, supplement income, feed a passion that is lacking in your day job, or some combination thereof?***

Good question. Back 15-20 years ago when I started reading about women in business, part of me always admired people with multiple careers. I honestly thought I'd end my own career in the airline industry. But the layoff and turning 40 were huge turning points for me. I'm on the path to where I'm supposed to be through my current work. I've learned, for example, that I don't like to be by myself in business. I just haven't found that right firm or partner yet for my own business. Part of me wants to learn, absorb and work for a woman who has a successful small business, so working for the tech company is a good experience. Also, I've learned what not to do in terms of managing employees. I managed sales teams at Northwest for 10 years and really liked managing and developing people. I learned on the day job about certifications for women and minority-owned businesses and government contracting, and teach people about them at SCORE. Each role that I have builds off the other—entrepreneur, full-time employee, and volunteer/writer.

Although I don't like to be in business by myself, I've also learned to be careful about partnerships. Last year there was a colleague at my former day job who I looked at going into business with, but he just wasn't as fully engaged as I was. I probably misgauged the level of his interest to mine. He got a job in August of last year, but prior to that we had spent four to five months thinking and working through this business idea and it got me off course. Then I had this tech job pop onto my radar and it appealed to me to work with a small business of twenty people. Tech isn't my thing, nor is software development, but I learned a ton in the last year. I learned how to become a certified woman business owner. The best benefit for me as an employee was my learning curve and being exposed to things I never would have been otherwise.

***Did you or do you have entrepreneurial mentors in your life?***

No. Not for myself. Ironically, I act in that capacity for so many people through my work at SCORE. But I don't have anyone who has done that for me personally. No one has made an impact on me, not that people have been discouraging. For two and half years my life was all about school during my Master's program. Then I started to get involved in SCORE. I haven't found a person I've admired enough to ask them to be a mentor—i.e., someone who is well rounded, customer-focused, etc. It's not that it doesn't exist.

It is interesting that SCORE is made up of retired executives that worked for large corporations, although we are doing a lot to recruit small business owners that have the experience of running their

own companies. I started in a large corporation too and have consciously worked in the small business arena so that I could really understand what matters to an entrepreneur. I think I have a really good grasp on the mindset, the issues and the challenges. I wish I had myself as a mentor because I really push my clients. We talk about goals and milestones and I hold them accountable. Yet, I struggle to do it for myself. I don't have someone to push me like I push them.

***How long did you contemplate starting your business before actually starting it on the side?***

I would say nine months. I was fortunate because I sold my house in Seattle and made great money. When I moved back to the Twin Cities, I didn't rush into anything. Having money in the bank also gave me the ability to have some peace of mind to figure out what I'm good at. I've been back six years now. I do have to say that because of the people I've met through SCORE and my experience on my previous job, I would do some things differently if I had my career to do over. I wrestle with the fear of success. I know there is a market for training banks to effectively manage their relationships with small business owners, but I haven't yet put the right amount of time and effort into my business to make it a full-time career. I should have been much more forceful.

When you have something in your back pocket, it's not always a good thing. My uncle wisely told me that it wouldn't make me hungry enough and he was right. I learned that with my first company. I did actually do very well my first year in business and made a decent living. I wasn't convinced that I could do this full-time though—there are literally thousands of consultants in different capacities that want to work with small businesses. The market is huge—over 28 million small businesses and growing. I've had money and jobs always in my back pocket. I would have launched a business sooner and not had a fall back plan if I had to do it over so that I would be forced to be more aggressive with goals and time tables.

***How did you approach your full-time day job employer about starting a business?***

I started my business while not having a full-time day job, so that wasn't an issue for me.

***Is your employer OK with you having a business on the side?***

I think she expected some of what I wanted to do in her business initially, but now, honestly, there is less synergy between the two. I wouldn't say we talk a lot about it anymore. I just do it outside of work. I actually knew her when I worked for Northwest and then was reintroduced to her six years ago when I returned. I also worked as a contractor for her.

Now as a full-time employee, my time isn't as flexible, but I do have benefits. But, I'm not afraid of stints of unemployment. I'm fully confident I will land on my feet—working for another company or getting this new business fully launched. I'm not afraid of the unknown anymore. I've been through it now two times. There's no shame in people losing their jobs, because there are a variety of reasons why people are laid off. One of the things I like the most about being an entrepreneur is that I know I can make it no matter what.



***Does your FTE relate to your PTE endeavor? If so, how? If not, why?***

I do sales, marketing and some product development in my day job. I am the only non-technical person at the firm.

***Can you share more about business certifications?***

One of the things I advise people to do through SCORE coaching is that if you're a woman, minority, or veteran, a certified owned business is good for your business relative to government contracting. There are set-asides for veterans, minorities and women. Government contracting is a multi-billion dollar industry. It's a lot of work and hard to find the big contracts, but you have to be patient. There's a whole new world of certification that I wish more people knew about. I never would have learned this without my experience with my tech day job. When you're selling tech project work, it's a hard sell. So I dove into certifications and learned about them on my own for the benefit of my day job. I learn new avenues the more I talk to people about it, and I really push for certifications for women.

***Have you certified your own business?***

Not yet, simply because I haven't been in it full-time. I will later on when I go back to business full-time. My focus will be banking too, in which certification isn't quite as important. When I'm back into my business full-time, I'd absolutely do it.

***Are conflicts of interest an issue for your FTE/PTE lives?***

We don't talk about my business so it's not overt. I don't spend a whole lot of time doing both. I work for the tech company during the day and build my business at night or on the weekends. I don't feel there is a conflict.

***Do you see the day where you might just become a full-time entrepreneur? If so, what are those tipping points for you?***

I do see that day. But, I don't want to be a solo entrepreneur; I prefer to be part of a boutique firm as a partner or have employees. I thrive off of being around other people. The challenge for me has been to find a business partner that has the same interests that I do. It doesn't mean that I won't go it alone but I think I would be smarter about building strategic alliances to have the sense of being a part of a team. I've learned through managing my own team at Northwest, then working for a medium-sized corporation, and now this small tech firm—we all have different styles of leadership. I honestly think it is a benefit to have worked in so many different settings and sizes of business. You end up learning more along the way.

***Having a full-time job and a part-time business can be stressful – how do you keep balance in your life, or, do you view balance as something attainable?***

I think balance for me is time spent with my family. I see my family every weekend now, and I talk to my mom every day. Every Sunday I have dinner with my family too. I missed that all those years

growing up and moving to other cities. I really missed the family aspect and it is really important to me. I also have learned that my job is not my identity. I learned that lesson the hard way through my past day jobs. I put who I was on my job title and level of responsibility. I don't want my being to be around my job anymore. I want to have a personal life and a professional life. Earlier in my career, it was much more about having just a professional life.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

I would say find something that you're good at and have a passion for in order to start something, but also set goals and milestones for yourself, or you can become easily overwhelmed. It doesn't have to be perfect out the door. People get caught up in the perfection of it and it delays a product or service launch. And finally, get comfortable selling; people aren't good with rejection and it prevents them from being successful. I see it at SCORE. People are afraid to sell themselves. One of the cool things I did in graduate school was write a start-up journal. I addressed how to get organized when starting a business, and how to create milestones necessary for success. It includes simple tools like a calendar with a sales log, goal sheets, etc. I'm self-publishing it now. It is meant to help people get through the start-up phase successfully. I created this eighteen months ago. I wish I had had a tool like that to keep my own business on task!

***If you had to start another business, what have you learned that you might do differently – either about yourself, or about how to run a business in general?***

I would get a website up sooner rather than later. I wouldn't ponder it. I'm starting to embrace social media. I've been a skeptic. Even today on Facebook I put some pictures up from an AMEX SCORE event yesterday. Don't get overwhelmed by social media either – there's a space for success, you just have to figure out where that is and what is right.

***Do you think your day job employer benefits from you owning a part-time business? If so, what are those benefits?***

I think where my day job boss benefits the most is that she is a great executor and really good at completing tasks, but I balance her by being more people-oriented. I'm also a life-long learner and applier and she doesn't have the time because she must focus on travel and her customers. So, I've been bringing a lot of new ideas and markets to her business. It wouldn't have happened without having the entrepreneurial mindset. I admire her work ethic. She's worked very hard. The best boss I worked for at Northwest said he always hired people smarter than him, and I would move mountains for people like that. Small businesses, however, might not see it the same way with good reason because they've fought to get where they are.

***What was the best training you received to prepare you as a business owner?***

Learning behavior: I'm a life-long learner. I spend a lot of time around entrepreneurs and ask a lot of questions. For my paper in my master's program, I interviewed nine entrepreneurs and asked each of them, "How do you hold yourself accountable?"

The one thing that really surprised me was getting one's finances in order. The other surprises were goal setting and aggressive selling. I saw that repeatedly in those who were successful. I think the ones who aren't as good with sales want to be practitioners so they don't have to sell and will do anything to get out of selling themselves. Even the most competent people and sales people have a hard time selling themselves. It can be the toughest sale people can make.

*Do you have anything else about the Plan Cer that you'd like to share?*

Maybe just a story as an example from my SCORE world: In March, I moderated a SCORE woman business luncheon with 85 people. One woman on the panel had a travel adventure company. She talked about how disappointed she was in herself in the beginning because she couldn't make a full-time living at it. But she wanted to have a lifestyle company and had a part-time job. People sometimes feel that entrepreneurship is all or nothing. I love how candid she was about it. I heard so many people who came up to her at the end and thanked her for her honesty. She struck a raw nerve because the perception is that the successful entrepreneur is tied to a full-time position, rather than doing what they need to do in their work lives to make the best fit for themselves. It takes a while to ramp up a business and have a successful launch. I see the same people at SCORE workshops I lead or attend and they're hungry for the magic bullet. It's just simply hard work. ☹

#### **Summary: What I learned from Mary's Interview**

- Big corporations don't always know how to communicate with small business and small companies.
- Entrepreneurs must be life-long learners.
- Successful entrepreneurs must learn how to sell.
- SCORE is a fantastic resource for small business start-ups.
- As an entrepreneur, you must hold yourself accountable for outcomes, and find others who can hold you accountable.

## ***Sriker Nadipuram, PharmD - Apothecary Solutions, LLC***

*Sriker Nadipuram comes from the world of pharmacy. He is currently a pharmacist working full-time at a major hospital in the New York City/New Jersey area, specializing in pediatrics. Also, he started Apothecary Solutions with a partner, which is a full-service community pharmacy consulting and audit company for third party claim audits, and pharmacy workflow optimization. He attended Rutgers, The State University of New Jersey Pharmacy School in New Brunswick, NJ.*

***Please discuss why you started your business, and what your business is.***

I grew up in a small business family. My dad owns a pharmacy and several other properties. The entrepreneurial attitude was instilled in me when I was very young while watching how my father handled his business. I always wanted to be my own boss and creating my own business was a great way for me to start. I'm hoping I'll move to full-time entrepreneurship and part-time pharmacy one day—at least that is the goal.

As for the description of Apothecary Solutions, independent pharmacies are currently under the gun from third party insurance payers to be very exact in what they do. Insurance companies nowadays are looking for new revenue streams anywhere they can find them and charge backs are the direction in which they are looking. What they do is take a sample of an arbitrary number of prescriptions and look for minute errors that invalidate the prescription. Most likely these errors are inconsequential to patient care and involve things like having the date missing on the script or the prescription was filled with a different generic company from what was billed. Then they do a statistical extrapolation and if your pharmacy had 12 errors in the 400-prescription sample, they took that equals 3%, and then charge you 3% of all the business you did with them. Often a pharmacy will do hundreds of thousands of dollars of business with an insurance company. These fines can end up being astronomical and can put a pharmacy out of business. The auditors themselves have no incentive to help out a pharmacy because they get a commission based on the size of the fine. It really is an unfair system. Our company helps the independent pharmacies when third party insurance payers audit them. We help them through the process and also prepare them for audits. We are also in the process of partnering with other businesses that market to independent pharmacies.

***Why did you start your business? Are you trying to patch income, supplement income, feed a passion that is lacking in your day job, or some combination thereof?***

In terms of income, right now my company is not generating too much income; it is actually a negative for me because we are in start-up mode. I really just wanted to create something. Although I love being a pharmacist, I'm not on the end where I am coming up with solutions. Instead it's on the end where I'm evaluating other people's ideas. For example, if you get a prescription for a patient for a Z-Pak® – you're evaluating whether that therapy is appropriate for that patient. You don't really come up with the idea of giving the patient a Z-Pak. Starting a business forces me to think in a totally different way. Instead of evaluating other people's ideas I'm coming up with my own and asking others to evaluate them. I can create something from scratch then set a goal and take the steps to achieve it. But practicing pharmacy really doesn't give me that freedom and level of control.

***Can you talk more about your parents as entrepreneurs, and what influence that had on you?***

My dad came to this country in the late 1970s from India and started various businesses, one of which was a pharmacy in 1983 in Yonkers, NY. Every summer I would go in with him and do various tasks. I watched how he ran things—both as a pharmacist and as a businessperson. I learned a lot about business leadership from him, not only what works, but also what doesn't work. Later on, he got into owning property and diversifying his businesses, so I really got the motivation to become an entrepreneur from him. He has full control, and if it doesn't go well, it is on him. Not everything goes well all the time, but that type of risk appeals to me. I got to see what it takes to become successful and how to evaluate business opportunities. My mom also just recently opened up a practice and she's trying her hand at entrepreneurship as well. She's a psychiatrist and so far she is doing very well.

***So, growing up in an entrepreneurial household, do you think that entrepreneurship can be taught, or is merely a product of your environment?***

I definitely think entrepreneurship can be taught, but only to the people who want to take risks. You have to be person who really wants the responsibility, and you must be willing to take on the risk of failing. It's easy to fail, so succeeding as a business owner, especially at a business that you created, seems so sweet to me. I think many people chase that feeling of accomplishment and I definitely feel that if students were more exposed to entrepreneurship on an academic level more people would do it. In this country, the benefits are limitless if you are the owner. Unfortunately, if you're an employee than more often than not, you'll always be an employee.

***Did you learn anything about entrepreneurship in pharmacy school?***

Not really. We had one class on pharmacoeconomics, but that was research based. We were encouraged to work in industry, or earn a dual degree. The one thing that I am happy I did was take a certificate course in the Rutgers Center for Management Development in Biopharma Innovation. I used to dream about owning a large pharmaceutical company so this class was right up that alley.

Being a practicing pharmacist was not even encouraged at our school. Our graduation speakers were lawyers! I wish we had more exposure to business classes in pharmacy school. Now that I am working and trying my hand at entrepreneurship I really wish I knew more up front and didn't have to learn basic business principles on my own.

***Pharmacy used to be entirely entrepreneurial years ago when all pharmacists went back to run the local drug store. Now, most are employees working for someone else. Do you think pharmacy as a profession needs to get back to its entrepreneurial roots?***

I don't consider it going back to the entrepreneurial road; it is instead going forward to that. What we did as a profession was taking a step backward by working for others. We were known as the independent professionals who were trustworthy and reliable, but now we are anonymous people behind the counter or the 'evil people' in the pharmaceutical industry. I don't like that perception, and we can and should change it through entrepreneurship and community service.

When you own your own business in a community, you are forced to meet people; you have to cater to your public and get involved in the local community. If you work for a big pharmacy chain now, there is no incentive to focus on the community—you put in your 8-10 hours at work, and then you go home. We need to stop stepping backward and hiding behind the veil of a big company; we need to step forward and into the spot light as independent health care professionals.

The biggest reason for pharmacists working for others is the financial security, which isn't a bad reason. Unfortunately, somewhere along the way pharmacists as a group became complacent because of the financial security. Now new graduates are being smacked in the face with rejection letters from pharmaceutical companies or offers of only part-time jobs from the retail chains. I think this is just the kick in the butt pharmacists need to become entrepreneurs again. If nobody else will hire you why not hire yourself? Pharmacists will come out of this economy in an excellent position if we create businesses and show the country that our knowledge is worth something.

***How long did you contemplate starting your business before actually starting it on the side?***

Even before I graduated from pharmacy school, I knew I wanted to start a business. Two years ago, my dad had to pay an enormous fine from an insurance company because of insignificant errors/typos. The errors only involved dates on the prescription—the errors did not affect patient care, they were not inappropriate to therapy, nor were they illegal. The fine by the third party was simply a money grab. I realized at that point that the insurance companies were beginning to set unrealistic expectations for pharmacists.

So, this experience was the genesis of the auditing company I created along with my partner. We both work for independent pharmacies. I also worked in a hospital as a technician and a pharmacist, and saw that hospitals have companies that do mock audits for Joint Commission on Accreditation of Healthcare Organizations (JCAHO) inspections. Retail pharmacies don't have this service available to them. JCAHO has an incentive to help hospitals improve because they are an independent auditing and accreditation organization, but the insurance company auditors get paid on how big a fine they levy. They have no incentive to help pharmacists out or realize that most of the minute errors they find have nothing to do with good patient care. So, hopefully our company can help out these retail pharmacies. A huge fine of \$30-50K to an independent pharmacy can kill the business and force them to close. We want to help prevent that situation from happening.

***How did you approach your full-time day job employer about starting a business?***

I have not. As of now, it doesn't really conflict with working in a hospital as a pharmacist. I'm not violating any rules. I work on my company completely on my own time. I have told people at work I'm starting a business but not officially to my director. I'm not using any information that I gain from a hospital for this company.

***You said you saw the day where you would become a full-time entrepreneur and part-time pharmacist. What is your tipping point to make that a reality?***

Right now, the major tipping point is financial status of the business. If the business makes enough money to support me, then I will do it full-time. I will always be a practicing pharmacist in some setting though.

***You have a partner in your business. Can you share more about that?***

Yes. He's a classmate of mine; we went to pharmacy school together. He comes from a similar family background where his family owns a business too. We both discussed this idea so we're both 50/50 partners in it. We compliment each other very well in that I am always trying to move the business forward as fast as possible and he is very deliberate and thorough. I don't think I could have come this far alone. Both of us have lofty goals and expectations for this company. Having a partner to bounce ideas off of and to just divide up the work has been invaluable. It has also made it very fun. I knew it was risky to involve business and friendship but so far it has worked out incredibly well.

***Having a full-time job and a part-time business can be stressful – how do you manage balance?***

We block a specific amount of hours each week to the entrepreneurial endeavor, and do as much as we can during those hours, and don't do much else outside of those hours. Progress has been a little slow, but we've been able to maintain our lives as well. The stress with this business isn't too high yet, because we're just in the process of meeting people and getting clients. The only pressure that is on us is self-generated. I assume it's going to get worse.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

Take a chance. If you have a good idea, do it, or someone else will think of it and do it better. Specifically for pharmacists: pharmacists are lucky, because they have a great level of income to do projects that they want to do and self-fund them. Generally we make a good living, and we have the income to do a lot of different things, so take a chance. I highly recommend it.

***If you had to start another business, what have you learned that you might do differently – either about yourself, or about how to run a business in general?***

I've learned what I'm good at, and not so good at. I'm a pharmacist, not an artist or a marketer. I'm not good at picking logos, or business cards, or slogans. I would hire experts and let them do what they do best and concentrate more on the actual business than just marketing. We needed to hire a marketing person and contract out a bunch of these things rather than doing it ourselves. Unfortunately, we tried to do a lot of the advertising ourselves at first. This was a huge waste of time and money. I have learned that hiring experts to do the stuff they are good at is the best way.

***Do you think your day job employer benefits from you owning a part-time business? If so, what are those benefits?***

I think they benefit minimally. I'm becoming a better pharmacist. I understand the law a lot better. I understand community practice a lot better and I can bring that to my job. But that's pretty much it at this point. I can assist the nurses and residents when they write discharge orders so that they don't have errors on them or recommend cheaper generic products, but that's pretty much it.

***So, the best thing to prepare you for entrepreneurship was being around your family?***

Yes. Just seeing the time it takes to make a successful business really prepared me. It showed me that if I want something, this is how to do it. I had a blueprint right in front of me, watching my dad and mom in different work settings. I learned from every aspect they did too—how to deal with employees, when to take risks, how to balance life and work, just by being around my family.

I'm really happy with my decision to start the company. It's been great to see this idea grow. The reception from the community of independent pharmacy owners has been exciting to watch. It has also just been a lot of fun coming up with ideas and I have found it mentally stimulating in a totally different way from being a pharmacist. I really love my full-time job, but both experiences—being a pharmacist and a business owner—have been great experiences for me. No regrets. ☹

#### **Summary: What I learned from Sriker's Interview**

- Pharmacy students aren't getting enough curriculum about entrepreneurship. (I'm personally working on that one.)
- If you grew up in a small business family, leverage your experience to potentially create your own business.
- Another item our culture needs to get good at: failure.
- Take problems and turn them into business opportunities.
- Know your strengths. If you're going into business with a partner, know your partner's strengths. If you don't have the strengths you need, potentially outsource the skill you need.



## ***Keith Crawford - Omnicademy, LLC***

*Keith Crawford returned to New Orleans after Hurricane Katrina to found the Loftin Group, LLC, a managerial consulting practice focusing in financial management consulting, capital management, and strategic planning for start-up and growth businesses. Since January 2009, he has also held the position of Senior Vice President, Finance and Development, for Greater New Orleans, Inc., the 10-parish regional economic development organization based in South Louisiana. In this role, he leads all Treasury and Controllershship functions as well as Development of new contributors and investors in the organization. Prior to this, Keith held numerous CFO roles in both the economic development sector and the clinical research sector. In addition to his CFO roles, Keith is also Co-founder of Omnicademy, an education technology company that enables the distribution of course content between colleges and universities. This company was recently the recipient of the first investment made by South Coast Angel Fund. A New Orleans native, Keith received his BA from Louisiana State University in 1987 and MBA in 1991 from Tulane University's A.B. Freeman School of Business, where he is currently a board member of the Tulane Association of Business Alumni.*

***Please discuss why you started your business, Omnicademy, and what it is.***

The idea was germinated by my partner, Dr. Stacey Simmons, and really evolved once we began to understand the market opportunity. Omnicademy is an education technology platform that enables colleges to distribute content among and between schools. It was a need that my co-founder saw but didn't have the full business acumen to start on her own. She approached me to do business and management consulting for her, and that relationship evolved into a co-founder partnership.

From a business perspective, the platform makes an immense amount of sense, understanding that the model for higher education in its current form is unsustainable. Over the next 20 years there will be radical evolution in higher education. Technology has changed most every major industry in the world in the past 50 years, but higher education has been very resistant thus far. Typically in higher education, you build ivy-covered buildings, hire highly credentialed faculty, and raise tuition 15% every year. That model is unchanged over 500 years or so.

Unfortunately, where we have seen technology adaptation, it has been at the expense of quality and rigor. What we've seen so far is that the best adopters of technology in higher education are the for-profit private schools, which we believe have done a disservice to their customers. They have taken the efficiency of the technology and cheapened the higher education experience and unfortunately, we don't see educational outcomes comparable to traditional universities. What they *have* done well is make it extremely profitable for themselves. With Omnicademy, we are trying to take the best parts of online delivery and put it in the traditional university setting, and in the process generate great learning outcomes in the classroom. What gets me jazzed about this model is that we can really transform the distribution of higher education to solve the problems that colleges and universities have today. We keep them relevant and make them more innovative. In turn, we are planning to grow a successful business out of this platform and we are really excited about that as well.

***Why did you start your business relative to YOUR pursuits? Are you trying to patch income, supplement income, feed a passion that is lacking in your day job, or some combination thereof?***

There's a laundry list. I like this business because I was inspired by my partner's work and the concept she incubated. The model is powerful. She is an academic, but she has deep expertise in technology and economic development. I liked it also because it is a low capital-intensive business. We built the portal for a very small amount of money relative to other technology models. We were able to ramp this up without a lot of investor funds. Our first angel round might be the last and only round we need. I wouldn't say I have a passion for education per se; I'm just extremely interested in driving radical change for the better. No one else out there is doing precisely what we are doing. Everyone in higher education is playing defense, but very few people we've found are thinking radically about bringing solutions to this industry, and that to me is very appealing. I would also say that this is something that we could structure WHILE I could keep my day job. My partner is full-time on the business now, and I'm part-time so I can keep my day job. They need my finance and managerial perspective. From a bandwidth perspective this was a nice fit. Investors like that too—because they don't have to carry a 6-figure CFO and still get a higher level of expertise than they otherwise would.

***Did you have entrepreneurial mentors in your life? At your day job?***

I would not say within my day job, but my day-to-day workings, I do. New Orleans is a small town and I'm heavily involved in the entrepreneurial community here. Since Katrina, that community has flowered into an incredibly exciting ecosystem. I definitely connected to a robust community of entrepreneurs here—peers who are involved in start-ups, in the capital distribution business, lawyers or other support services. There have been a handful of mentors and they've also been extremely helpful, particularly around strategic capital planning of our business. How can you build an efficient model, thereby needing less capital and giving up less of your company? That has been extraordinarily helpful to us.

***How long did you contemplate starting your business before actually starting it on the side?***

I started my own consulting practice (The Loftin Group) about 11 years ago. After Katrina, I ramped up consulting as my full-time focus. That wasn't truly entrepreneurial, however, because that work plugged me into full-time jobs. We thought about Omnicademy for about a year. When my partner and I first met, all she had was a concept, a patent application, and the rough foundation of the software platform. Once we decided to partner on this company, we both had to make a commitment to this that was significant for me and extremely significant for her because she left her position at LSU. So, we thought long and hard about this.

***How did you approach your full-time day job employer about starting a business?***

First off, I'm a 1099 employee, not a W-2. I only accepted my position with GNO, Inc. on the condition that I be able to structure it as a contracted relationship and that they allow me to continue some level of consulting and all of my start-up activity. I devote (and they expect) full-time support to the job, but that of course is a relative term. The 40-hour workweek is honestly about seventy hours for me. I deploy 40-45 of that to GNO, Inc. and the rest of the time is spent with my other projects. I ensure that I am

always seen as the SVP of Finance, I carry that business card, and I identify myself as such publicly. I am also able to take Omnicademy phone calls and meetings during the day and in my office, and not feel like I am hiding anything. My CEO has been very flexible enabling me to do what I do and is very supportive of it. It also enables him to keep me as a lower-cost resource to GNO, Inc. If I was in a W-2 situation here, the salary would have to be significantly higher and I would also be receiving benefits. However, if I was a W-2, I would be a lot less comfortable talking about Omnicademy or any other projects or clients I'm working with during the day.

***Can you explain what your day job is in more detail?***

My role is senior VP for finance and development for Greater New Orleans, Inc, which is a 10-parish regional economic development organization. GNO, Inc. primarily markets the region outside of the area to bring in new companies and help expand companies already here. My job as SVP includes all treasury responsibilities, all controllership responsibilities, and all grant financial management (we are grantee to substantial list of public and private entities that are interested in expanding economic development in this region). I am the primary conduit to the board for all-financial reporting, and I also oversee development and fundraising. We are funded roughly 50/50 by public/private sources.

When I started here, I replaced a 14-year W-2 employee. I presented this contracted structure to them as a win-win by making me a 1099: they would get a higher-level financial resource than they previously had, and would get that at a relatively lower cost (because of the absence of benefits and payroll taxes). Obviously, we are subject to employment law that closely monitors contract employees, and we structure the actual relationship to ensure that we comply with those laws. My consulting practice has paid my benefits for years. My family's health care costs are relatively low, so this has been feasible. If we had medical conditions, I might have to rethink some of this.

I will say that financial consulting and CFO work tends to lend to this because we are thinking about business models and what works financially all day long. You see models that work and many more that don't work or at least don't scale. You see the real world impact of strategic, or operational, or policy decisions right away. You have your finger on the pulse of business in general, so it is easier to spot opportunities. Just like a lawyer, I get to see something like the higher education model and recognize readily it is broken and it's either got to change or collapse. The current economics just don't work. There are probably ten other opportunities out there that are equally attractive to me, but I don't have the bandwidth to pursue them all! I think that working in finance correlates highly with entrepreneurship.

***Does being an entrepreneur benefit your day job since you are in economic development?***

I would say there is benefit in that I'm out there and more in touch with the business community in general, and more in touch with specific industries. I'm out there more than if I would be just doing my day job. In that sense, the day job has a broader perspective through my outside work.

***Do you see the day where you might just become a full-time entrepreneur? If so, what is the tipping point for you?***

Honestly, I do envision transitioning in the near future. When I first came to GNO, Inc., their financial operations were in complete disarray. The organizations had just undergone turnover at the CEO level and he needed to clean house. The organization had solvency issues, financial operations issues, issues with financial controls, you name it. My third day here, I made the decision to completely scrap the old financial system and implement an entirely new system that now enables better management with fewer resources. It was quite a ride for the first two years. That overhaul is complete and the job is now really more in a caretaker mode.

For Omnicademy, we have very specific milestone goals over the next 6 and 12 months. If we are able to meet those goals, I will need to reduce most all other efforts and devote my full attention to this company. Those goals could be met much sooner, of course, which would trigger decisions much sooner. I am very fortunate in that I do not have to make an “all or nothing” decision with my entrepreneurial project. I am able to ease into it as the business demands, and keep flexibility with my other work. With that said, we are optimists, so I do see transitioning very soon.

***Having a full-time job and a part-time business can be stressful – how do you keep balance in your life?***

I think it is important to maintain a balance of work and personal life, even if the lines are more blurred than in the past. It's important to me that my family not suffer for what I'm doing. I think if my wife were in this interview, she would say I don't maintain balance very well. I end up in bed at night, she's watching a movie, and I have my laptop on my lap! I'm in my office most days by 7:00 am and generally not home until close to 7:00 pm. I usually devote my Saturday mornings before noon to work (The office is quiet!), but I try to keep the rest of the weekend for them. I don't have a lot of leisurely lunch hours during the week. This does, however, seem to be more of a reality of the workplace these days, at least among my peers. We are all working harder.

I am by no means a workaholic; I'm just trying to build security and something tangible for my family and me. There are not a lot of large corporate opportunities here in New Orleans, so I feel I need to create my own opportunities. A lot of my peers are in a similar position. We could all move to Houston and have great jobs in about 30 minutes, but nobody wants that kind of existence. The nascent start-up community here is filled with people like me, who have had the corporate experience, but are now seeing the opportunity to create a business that is not geographically specific and, therefore, enables you to live wherever you want. None of us has any illusions that a big corporate job is going to open up and we'll have job security until we retire. Watching the entrepreneurial spirit unfold is pretty exciting.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

My experience with people who have done this is that they've come at it taking an idea they like or they're good at and shoe horning it into their schedules. Instead, I think they need to be a bit more strategic, both in terms of time and capital to one's day job. For instance, if you were really into some

manufacturing concept and wanted to grow a business out of that, you'll need equipment, insurance, a warehouse, labor, inventory, etc. That is a high capital model and not terribly compatible with a day job. I would also suggest some technology concepts are not compatible because of software development costs. Where I've seen this model done right is one of two ways. Either first, by being a lifestyle business (finding a business that fits their spare time with low capital outlay), or second, they partner with someone who does have the time or the capital, and they bring a missing piece of the puzzle. That's what I've done. So whatever the idea of the business is, either being a lifestyle business or a scalable business, the primary benchmark for success really depends upon what it is that the entrepreneur wants in the end.

***If you had to start another business, what have you learned that you might do differently – either about yourself, or about how to run a business in general?***

I do not regret how I've structured this start-up thus far, but if I start another business, I will be the principle owner. It is absolutely appropriate for me to be a minority shareholder now, but if I do this again, I will retain majority ownership of the company and be reluctant to dole much of it out. I'm also hopeful at some point that the businesses I'm building will generate sufficient cash that it will be my ordinary daily income that will enable me time to have more flexibility.

From the employer side, I think there are a lot of businesses starting to be open to this type of employee. If there's a way to balance both (the day job and the start-up or side business), it's a great way to retain a stellar employee. The flexibility allows employers to have a great employee who is self-motivated, has great perspective, and is innovative, versus someone who just clocks in and collects a paycheck. As the overall work place changes, along with major corporations no longer driving a lot of employment growth, a lot of people are either stuck in a job they don't like or starting their own thing in order to become successful. There isn't a lot of policy on this, but I think many people are just fed up with the old notions of what it means to be an employee. They're beginning to wake up and realize that, "I'm not going to get promoted among the ranks and I need to take the bull by the horns and do this myself." With social media, you can do this easily. You can build a community of like-minded professionals very quickly. That's enabled a lot of people have the guts to try and succeed at entrepreneurship.

I think that the entrepreneurial inclination is something that can be nurtured in people too. There are a lot of people out there who are very entrepreneurial, but their only understanding of work is, "that I need to go find a job." There needs to be more K-12 opportunities to learn about entrepreneurship, particularly how to start businesses easily with little capital. Kids should be taught you can GET a job or MAKE a job. In the past, if you were a cautious person, you'd go work for a big company, but that's far riskier now than starting a gig where people have their own community development.

I believe this country is in a sort of malaise, similar to what happened in the 1970s, even though we don't have double-digit inflation. With unemployment and underemployment at such high levels, I believe entrepreneurs are going to drag us out of this mess of an economy. They are going to transform the workplace into more of a project-based work economy, and I think the typical American can be shown that this is not necessarily a bad thing. Once we get there, a lot of people will thrive and flower in that situation. People can adapt and this kind of adaptation will make their lives far better than they imagined. ☹

### **Summary: What I learned from Keith's Interview**

- Higher education will be changing dramatically over the next few years. (You were warned.)
- For your full time day job, consider the option of being a 1099-employee rather than a W-2, and create a win-win situation both for you and your day job employer.
- Health care is a barrier to entrepreneurship in this country.
- If starting a business on the side, consider possibly more low capital models rather than high if you want to grow it over time.
- Either find a lifestyle business with low capital outlay, or, find a partner you trust that can compliment your skills.
- A lot of people are fed up with the old notion of what it means to be an “employee.”
- Build a community of like-minded individuals to help support your entrepreneurial endeavor.

## ***Yuri Duncan - Co-Founder of: ZapTown, Bedrock Springs Seafood Farm, and Armageddon A Go-Go***

*Yuri Duncan has lived his life in Indianapolis. After completing one year of college, Yuri joined the workforce and has enjoyed an upwardly successful career in the travel industry, and is in middle management and operations. His love of movies, comic books, animation and music has manifested in a variety of side-projects and businesses throughout his life.*

***Please discuss your projects/businesses.***

I'll start with **ZapTown** ([www.zaptownmag.com](http://www.zaptownmag.com)). It is a joint venture (with no immediate intention of making any money) between myself, and my uncle and long-time creative partner, Andrew Duncan. We had several conversations about self-publishing, and we put together 13 issues of a fanzine in Indianapolis in the 1990s, primarily following local bands. Self-publishing was something I had already crossed off of my own bucket list, so while Andrew and I were having dinner one night we discussed how he had all this content, and I encouraged him to just get his writing out through self-publishing. Andrew started a blog where he was posting his music essays.

I also had a friend, Gary Mead (an aspiring photographer), who had started his own music festival-related site and was getting good web traffic. Gary wanted to expand his site to include music reviews, so I bridged the gap between Andrew and Gary, and the three of us got the site going. I was the "strategic consultant" – I knew the entertainment lawyer, the tax guy, found a lot of our initial contributors and just made sure some the operational issues were addressed. Andrew is the sole owner now and ZapTown was really just my attempt to get him a vehicle to house his writings. It's been great - Andrew's the head journalist who runs the site, and others volunteer to put articles on the web, but it has been a fun thing for me. I can leverage the site to approach my favorite artists and musicians for interviews in order to promote their new products. From this project, I want to next do some stop animation short movies in the garage—which was also something I did as a kid (<http://www.youtube.com/user/TheYuriDuncan>), and combines all of the various skills I've learned over the years from various personal projects, including writing a script, storyboarding, soundtrack creation and film editing (which I learned both as a kid and at work).

The second project I've been working on for years now, along with Stuart Hunter (guitarist, co-song writer) is **Armageddon A Go-Go**, which is going to be a CD in combination with a comic book when it is released. This project stemmed from my interest in drawing and self-publishing comics. I also always wanted to record a CD. I have no aspirations to become a professional musician, but found some like-minded people to write and produce a 6-song CD. It took forever, primarily because none of us knew what we were doing. But it will be a CD of songs, and a comic book. I get to be a rock star! This project also included Andrew Duncan (drums) and Larry Hamilton (guitar).

Third, **Bedrock Spring Seafood Farm** is a newer company, which includes me, my wife Jill, my sister and brother-in-law Apryl and Jason Bradley, and his dad, Jim. Jim is somewhat of a rural Einstein. He holds some international patents on his inventions, one of which is a device that allows us to raise shrimp indoors with above-ground pools, and without chemicals. There was a United Nations white paper in 2008 that talked about the majority of shrimp consumed in the U.S. actually coming from Asia,

where there was little oversight of living conditions for the shrimp. A lot of industrial chemicals were used to keep ammonia levels down on shrimp farms. Jim's device is a pump that oxygenates the water without using industrial oxygen and chemicals. It was actually shocking to taste real (Pacific White) shrimp, raised without chemicals and free range – it tastes more like lobster! Our first batch of shrimp babies came in last week, so we will harvest around Thanksgiving. This company is a LLC, and all the above are members of the LLC. We spent a lot of time on the operating agreement, and made sure we all shared the losses, and how the money would be invested. We are running about a quarter of the total capacity we ultimately want to get to with the shrimp farm at this point.

*Please discuss why you started these projects/businesses.*

I never considered myself an entrepreneur. Always having a project on my plate just came naturally. It came from my father. He was a musician while I was growing up, and eventually became frustrated with trying to become a full-time musician. So, he became a woodworker who builds amazing harps, taught himself to play harp, and is a successful harpist in his own right with multiple CDs and regular gigs. To me, it was second nature to have some special project going; it was instilled in me to follow your passion and not be labeled by your 9-5 day job. Until the past couple of years, I considered my job to be a means to subsidize my other projects and “experiments.”

In my mid-30s, I decided it was time to get serious with some of these projects. I produced my first comic book/coloring book, and took it to a small press expo in Columbus, Ohio. I really didn't have the primary goal of making any money. It was more to have that experience of being someone who offered the product, rather than being a mere consumer. I wanted to experience things from the other side of the table. Same thing with music and concerts. I wanted to know what it was like on the other side of the business as an artist.

I quickly learned that no matter the project or industry, it all is basically project management, which applies to any entrepreneurial endeavor. You have to have a vision. You have to manage people. You have to keep everyone interested in the project. You have to sometimes have uncomfortable conversations with people. This is all management. A lot of this I actually learned on the day job. I have worked for the same company for 23 years, and had 18 different titles or positions within that company. But I really came into my own at the company over the past 4 years, and I learned all the basic project management skills through my day job—office responsibilities, travel, salary, and management level stuff.

As for the shrimp business and the onus for starting it, it began as a porch conversation between the four of us. We would joke about how nice it would be to “get off the grid” and the shrimp idea was really an opportunity to do this. Right after the gulf oil spill a couple of years ago, my wife and I were going on vacation in Gulf Shores and literally driving to ground zero of the gulf oil spill. We saw a few dead tar soaked birds – but it was early enough into the spill so that it wasn't that bad. A couple months later it continued to be a problem. The whole prospect of seafood being of questionable quality galvanized the idea of having the farm. We were in touch with Jason and Apryl while we were down there, and we decided at that time we needed to try this idea. That was really when it went from being a porch conversation to a full-on business.



***Where does money come in to starting your projects and businesses?***

It never was about making a lot of money for me. That's never been it. Obviously you don't want to spend a lot of money and not see a return. With the shrimp, if we can pull it off, it will make a lot of money. Buying local isn't going to go away with huge fuel prices and with the success of the Food Network and the slow-food movement. We think a lot of locally owned restaurants in the city of Indianapolis will want to buy locally grown shrimp - it isn't a hard sell. But, at the end of the day, the vision isn't to make money. I guess I'd play the stock market if I was really trying to make a lot of money. I think the more interesting question is--what do you want to do with yourself and your time? I love to read, listen to music and play video games, but I feel the inner need to accomplish things too. So I try to combine my passions with these projects and make sure to have fun first. It has to be fun or you'll never make it across the finish line.

***Did you have entrepreneurial mentors in your life? At your day job?***

Matt Shaver is a friend of mine. We've known each other since we were 3. His dad, Ted Shaver, was an entrepreneur. I never knew Ted to have a steady job but he also always had some kind of business going. He owned the old Tee-Pee Restaurant in downtown Indianapolis for a while. For a bit, he had a car that was supposed to get 80 mi/gallon in the driveway too. He had a blueberry muffin business. They were delicious! He helped his wife start the KarmelKorn shop in the Washington Square Mall. But I was always around Ted and Matt. It was my second home growing up. I was always around that entrepreneurial spirit. Matthew and I made stop motion animated films when we were pre-teens through high school and drew comic books. We always had something ongoing. Matthew works in the film industry now, so it panned out for him.

My dad was definitely more of an artist than an entrepreneur and supported me in all of my creative endeavors. Another positive mentor in my life was my father-in-law, Tom Surber. Tom was one of the greatest men I ever met. He never graduated college but worked his way up from the mailroom to become CEO of a publishing company. He taught me: 1. Hard work will pay off if you apply yourself, and 2. There is no reason to be backstabbing in business. He was very influential on me and gave me plenty of good advice. He started a couple of companies later in life, and if they needed a catalog, he would throw me a bone for graphic design jobs because he saw my potential as a graphic designer. My dad, Ted and Tom were definitely the people who influenced that drive to succeed and not be held back by mainstream expectations.

***How did you approach your full-time day job employer about starting a business or project on the side?***

Selectively. At the end of the day, ZapTown is something I do and devote a couple of hours during the weekend and the week to, it is something I just play with at this point. So, on that one, since it's not about the money, if I have a friend at work who is into music, I'd tell them to check out the website.

The music project might just be a conversation with my boss telling them I've got the guys coming over for a recording session, so I have to leave work early for the recording—it isn't a big deal. I've only had to do that once and my boss at the time got a kick out of it.

With the shrimp business, I talk about it with friends, but I don't make a big deal out of it. I think in this climate, the last thing you ever want to do is give the impression that you'd be fine if you were laid off. The company I've worked at in my day job values their employees and we have a long average tenure, and at the end of the day, I like my day job. I'm not going to brag about something that's just in its infancy.

It's funny because people don't really believe the shrimp thing. It's Indiana. There isn't a lot of water here. When you say you're raising shrimp on a farm in pools, you're met with disbelief. So, with the technology being so cutting edge, there's a chance that this first batch may not perform. A lot of things could potentially go wrong during a five-month growth cycle. Right now, it makes for fun small talk.

***Do you see the day where you might just become a full-time entrepreneur? If so, what are those tipping points for you?***

I haven't set down that finish line. Jason will transition before anyone else, because he's working on the farm and knows the technology. He's the secret formula and deserves to be the first to enjoy that level of success. My wife currently is not working by choice, but she will be great on the sales end of things. She's got her dad's "it-factor." I'd be the last to leave the day job, if ever. At the end of the day, it feels good to supply people with a food source that they love with which you could potentially support yourself. That would be fantastic. The flip side to that is while you don't have to worry about taking time off from your day job to help support the side project, you still have to worry about taking time off, 401Ks and health care – they become your problem. Plus you have to start hiring and managing people.

***Having a full-time job and a part-time business can be stressful – how do you keep balance in your life?***

Balance is critical. I sometimes feel stretched, and my blood pressure goes up every once in a while, but I try to stay fit and healthy with exercise and eating right. And I just make room for downtime. Sunday is the time we have no plans. After 23 years with the same company, I have copious amounts of time off, so with paid time off it's easier to strike that balance as well.

***The shrimp farm and ZapTown are technically family businesses – any advice there?***

It is definitely an exercise in self-control, compromise and diplomacy being in a family business. At work it's fairly cut and dried. At work, you can't disrespect people above you, but you can be a bit more direct in your communication with peers and subordinates. The company has a vision and goal, everyone is trying to generate revenue and someone else is developing product. When you're in a business with family, your best friends and your wife they are all part of that mix. You have to be more delicate and considerate when there's a disagreement. It's tact and diplomacy. It takes a little bit longer sometimes to get there. You don't want to be as blunt as you are at work. That doesn't always work with family and friends.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

Obviously never mix the two. The first priority is whatever job you're doing at the time. If you're at the day job, you're not working on your entrepreneurial stuff during company time.

I guess "just do it." Don't let fear and obstacles get in the way. They will always be there. It's not even entrepreneur stuff getting in the way, either. Sometimes the obstacles will be there when you're just generally trying to live your life. Someone has something they want to do, but there are always self-imposed obstacles. If you have a vision and it feels right, just persevere. Take advantage of the free small business advisors the state and city provide. The internet is a huge free research portal. Don't be afraid to ask other people either. Some people are more than willing to extend a hand. Leverage your existing relationships for support or skills to help your business. Don't be afraid to self-promote – that's really hard for some people to do.

Also, if you're going into a group-owned business, the operating agreement is critical. "Never go into business with friends and relatives," is something you hear constantly and for a good reason. The risk of losing a friendship is paramount. The operating agreement is a written contract. You develop it together and point to it as a code of conduct when things get hairy. If someone wants out, how do you let them out? How is someone spending money? The operating agreement can't really help you with how to conduct business with each other. But always remember what's important – the relationship. That comes before the business. You have to be honest with yourself as you could very well lose one or the other, so know what side you're on. My wife and I are both managers and our two approaches aren't always the same. We joke that painting a room, for example, could be three hours of negotiation about how best to approach the project and an hour or two of actual painting.

***Do you think your day job employer benefits from you owning a part-time business? If so, what are those benefits?***

Absolutely. Building a business builds confidence, creates appreciation for structure, challenges me to learn new things, and these are skills that play into strengthening the skills in my day job. It makes more interesting conversations with clients too. If you're going to be successful, you have to be professional, be able to ask for help, and use the skills you've gained in your day job and apply those skills in your other projects and businesses. It's a big feedback loop. Skills I learned in my day job help me and play back both into the job and the business.

***Anything else I forgot to ask?***

I think you hit on the biggest point for me, but it is worth stating again: stick to your vision and don't do it for the money. In this day and age, you have to be as diverse as humanly possible. Leverage the skill sets of the people along the way. The more you talk about and believe in your idea, the more people will be willing to help. There are a lot of people with day jobs who are diversifying.

Diversification is the new safe for your career. I have friends in their twenties and mid-thirties who are really looking to diversify. They are freelance graphic designers and photographers on top of their day jobs. The idea of being portable, transient and able to connect wirelessly and take any job at any time is feeding the diversification, along with the economy. If the economy gets worse, you'll see more bartering going on, and that includes skills. That could be, for example—if you fix my car, I can build your website.

And one final item: conversely, help people who haven't gotten off the launch pad either, but who want to. For example, extend your hand to help the person who has a passion they want to get off the ground. Help them and they in turn can help you. If they find their love or passion through working with you, later on when they're great at it, you'll likely get a good discount from them because you gave them an initial shot when others didn't. ☹

### Summary: What I learned from Yuri's Interview

- “Diversification is the new safe for your career.”
- Experiment.
- It's NOT about the money for all entrepreneurs.
- Have a clear operating agreement—especially when going into business with family and/or friends.
- Leverage your day job skills with your entrepreneurship skills—both can literally enhance each other as Yuri describes, “a big feedback loop.”

## ***Trevor Belden - The Ball & Biscuit***

*Trevor grew up in Allegan, Michigan. He graduated with a B.A. (in Political Science) from Purdue University (1996) and a J.D. from the University of Michigan Law School (2000). He moved to Indianapolis in 2000 and joined Baker & Daniels LLP. He is a partner on the firm's corporate finance team and focuses on mergers and acquisitions and financing transactions. He is proud to call Indianapolis home and tries to be a booster for the city. He is a founder of IndyHub, a not-for-profit group for Indianapolis young professionals. He is now the principal owner of The Ball & Biscuit, a neighborhood bar and lounge in downtown Indianapolis.*

***Please discuss why you started your business, and what your business is.***

The Ball & Biscuit is a neighborhood bar and lounge in one of the cultural districts of downtown Indianapolis. Some of the unique features include no televisions, comfortable lounge seating, pre-prohibition cocktails and eclectic music playlists.

The Ball & Biscuit was originally an entrepreneurial idea for IndyHub, a not-for-profit organization that I helped start. The idea was to create a retail enterprise (dubbed "The Hub") that would serve as IndyHub's home base and, hopefully, generate revenue. As the concept developed and evolved, it no longer seemed like a good fit for the not-for-profit. However, I was still interested and excited about the business and so I ran with it myself.

***Why did you start this business? Are you trying to patch income, supplement income, feed a passion that is lacking in your day job, or some combination thereof?***

It was a combo of things for me. I have an entrepreneurial bent, so I just wanted to have a business, be an owner, and run it. I also have an interest in enhancing the city of Indianapolis and especially this particular neighborhood where I live. Certainly I hoped it would be a successful business and generate some supplemental income for me and my investors.

***Did you have entrepreneurial mentors in your life? At your day job?***

I did and do, definitely. I have a close mentor at the law firm who has been involved in a number of businesses outside of the legal field. He was probably the most influential for me. Throughout the start-up process I became aware of others in comparable professions who have owned restaurants and bars as a side business. That kind of precedent gave me the confidence to try it myself. My parents have always been doers as well—they have a strong work ethic and I like to think that I inherited that gene.

***How long did you contemplate starting your business before actually starting it on the side?***

The genesis of this business, I would say, started in the spring of 2007, and it took three years to get the doors open. I wrote a business plan, hired a consultant who works with new restaurant and bar owners nationally (this consultant was based out of Charlotte) and read books, talked to a lot of local folks in the industry, and visited other cities as well. That was my preparation. A lot of research and diligence.

***How did you approach your full-time day job employer about starting a business?***

Honestly, I really didn't ask for permission. It was one of those things where there had been some precedent and I knew my law firm colleagues well enough to be comfortable that as long as there was no negative effect on my day job from starting this business, then they would be supportive. And that's held true.

***But is the legal profession one where a person can be more entrepreneurial?***

Yes, I think so from a time management standpoint. Although we may work more hours than most, the legal professional allows more flexibility than in other jobs that are more 9-5. I think I was an associate when I started working on this venture as a side project. Associates are probably more tentative than partners to do anything outside of the "norm." The most important thing that I focused on when I began was to ensure that the new venture would not in any way affect my work at the firm, especially client satisfaction or my availability to my colleagues. As long as I'm being a productive team member, then the people I work with seem fine with me having a business on the side. I could imagine that other firms may have policies that are more restrictive, but my firm is accepting when it comes to extracurricular activities. For some people, those activities are family related. For example, whether someone is coaching their kid's T-ball team or spending time with a venture like The Ball & Biscuit, my firm encourages professionals to be well rounded and have a life outside work.

***So, is your employer OK with you having a business on the side?***

Yes, I think so. I've had nothing but positive feedback. In fact, it seems like the bar is often the topic of conversation when we want to take a break from talking shop. They all want to know how it's going. The law firm even hosts events—like summer associate events, for example—at the Ball & Biscuit from time to time. They have been supportive in that respect as well.

***Are conflicts of interest an issue for your FTE/PTE lives?***

My business is so different from the law firm—I don't really see any conflicts.

***Do you see the day where you might just become a full-time entrepreneur? If so, what are those tipping points for you?***

I don't think so. I enjoy my day job at the law firm and it's my first priority. The Ball & Biscuit and maybe a few other entrepreneurial things on this scale in the future will scratch the itch for me.

***Having a full-time job and a part-time business can be stressful – how do you keep balance in your life?***

There is balance somewhere in there. I look at it like balancing a teeter-totter and I just happen to have really, really large kids on both sides. It's probably worth noting that I don't actually have children and I'm not married. If and when I have more family commitments, I imagine I will probably have to balance things differently.

***You don't operationally run the bar, however. How did you find your business partner in the operational capacity?***

Yes, I have a business partner who is in charge of operations. I've known him for some time and he's been instrumental in starting and managing the business. As someone who has a full-time job, it is absolutely critical to partner with the right person for handling the day-to-day operations. There is absolutely no way I could be behind the bar or in the kitchen and at the same time work in my law practice. It's the most important thing for someone undertaking a venture on the side, finding a partner who is trustworthy and capable to handle the operations.

***Now as an entrepreneur, would you say that you are a better lawyer to your entrepreneurial clients in your day job because of your experience?***

Absolutely. The entire process of becoming an entrepreneur has really helped me be a better lawyer. I've now been in the shoes of my clients in a lot of different ways. I know what it is like to work with investors, bankers, consultants, insurance agents, landlords, accountants, regulatory agencies, employees, etc. I have also paid for legal services, so I know what it's like to get that legal bill.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

I would say first and foremost, do your research and diligence so you understand what your life will be like doing both. Figure out what that life will look like, and then ask yourself whether or not you can really do both without impacting the day job negatively. If not, you have to ask yourself a tougher question: are you ready to give up your day job?

***Do you think your day job at the law firm is actually benefitting from you owning a part-time business? If so, what are those benefits?***

I think that the law firm has benefitted from my undertaking this venture. I've mentioned how it has helped my development as a lawyer. The other major benefits to the firm are the networking and business relationships that I am developing through this business. I have the opportunity to interact with a host of people who are consumers of legal services through this venture, which has already resulted in new engagements for the firm.

***What was the best training you received to prepare you as a business owner?***

My law practice is focused on corporate law and I've worked with many entrepreneurial clients. That has been my best training for business ownership.

***Any other comments on managing both roles?***

One thing that comes to mind is the role that modern technology plays in juggling an entrepreneurial venture along with the normal day job. It really is amazing how technology can be leveraged to that end.

For example, I can be at my law office and check the cameras at The Ball & Biscuit through the internet. And everything from paying bills to marketing to preparing financial statements can be done electronically. It's a huge help. ☘

### **Summary: What I learned from Trevor's Interview**

- Nonprofit or for-profit: seek out ways to be creative, make your community better, and scratch your entrepreneurial itch.
- Give back to your community.
- Do your homework when starting a business.
- Law is possibly a profession that lends itself more easily to having a business on the side, due to flexibility.
- Hire the best people, then get out of their way and let them do their jobs.
- Leverage technology.



## ***Roxanne Nicolas - Glam Designs, LLC***

*Roxanne Nicolas graduated Summa Cum Laude and Phi Beta Kappa from Northwestern University with a degree in Economics and has fourteen years of combined experience in marketing research and finance. She graduated with High Honors from the University of Chicago Booth School of Business in 2005 with concentrations in marketing, entrepreneurship, and organizational behavior, with the goal of starting a fashion-related business and designing her own line of dresses. She has also taken classes through the Fashion Design program at the Illinois Institute of Art-Chicago. After she began ballroom dancing in 2007 and attending local dance competitions, the idea for Glam Designs was born. Officially launched in November 2010, Glam Designs brings together Roxanne's passions for dance and fashion. Roxanne competes in the Pro-Am division as an amateur dancer in the American Smooth and International Latin divisions, wearing her own designs. She currently works in banking.*

***Please discuss what your business is, and why did you start your business. Are you trying to patch income, supplement income, feed a passion that is lacking in your day job, or some combination thereof?***

My company, Glam Designs, offers modern, elegant, dance dresses for rent and sale. Inspired by both vintage and modern evening gowns and cocktail dresses, each one-of-a-kind dress is hand made locally in the Chicago area using high quality materials such as Swarovski rhinestones. Our dresses are appropriate for a range of dance styles, including but not limited to American Rhythm and Smooth and International Latin and Standard. In addition to dance competitions, Glam Designs dresses can be worn for dance showcases, performances, and beauty pageant talent competitions. We also sell handmade Swarovski rhinestone hair accessories and jewelry.

I started this business as an outlet for my creative energy and as a way to hopefully transition to a more creative career in the long run. I appreciate my day job and I'm grateful for it, but I'm not passionate about it the way I am about my hobbies, which are more creative in nature. Fashion has been one of my biggest passions since I was a little girl. Growing up I had an interest in evening gowns and cocktail dresses from watching a lot of old movies, especially musicals. When I was in high school, my best friend and I joked about having a dress shop one day. At that time, I was more practical about a career and didn't really think of it as more than a pipe dream. The older I got and the more time I spent in corporate America, the more I realized that I would regret it if I didn't try to pursue my passion for fashion as a designer.

***Do you view yourself as a dress designer that owns a business, or a businessperson who does dress design?***

I see myself as someone who is creative but also business-minded. I don't design dresses just for the sake of art. The ultimate goal is to make a living at this as my sole source of income so I have to keep the business aspect in mind when I do anything. Nevertheless, I don't design dresses that I would not feel comfortable putting under the Glam Designs label. If I was strictly designing dresses based on what I thought would sell and make me a lot of money, that wouldn't make me happy either. I try to keep a balance between the creative and business aspects.

***Did you have entrepreneurial mentors in your life?***

Growing up I didn't have any entrepreneurial mentors. My mom was a stay at home mom and my dad worked for the same company for his entire career in manufacturing. None of my close family and friends were in business for themselves either. But since I've started my business, there is a lady who helps me make and rhinestone the dresses, and she also has her own business making clothing and accessories for other people. She's become a big sister and mentor to me because of her years of industry experience. I also have an aunt who started a small business 10 years ago that I've grown closer to in the last several years. She's shared her own entrepreneurial experiences with me, which has been invaluable. But it is only more recently that I've had people in my life who can share their entrepreneurial stories with me.

***How long did you contemplate starting your business before actually starting it on the side?***

It was about eight years from the time I knew I wanted to start a fashion-related business until the time I formed the legal entity for Glam Designs during the summer of 2009. I started business school in 2002 because I wanted to take classes in areas such as marketing and entrepreneurship that I didn't have any practical experience in but that would help make me a better small business owner. When I started business school, I thought I would eventually open a clothing boutique, but after graduating and exploring the idea further, I realized that I would rather design the clothes myself than just sell other people's creations. Because I had no experience in fashion design, after graduating from business school in December 2005, I enrolled in an Associates Degree program in Fashion Design at the Illinois Institute of Art in the spring of 2007. I spent the next two years taking classes part-time in construction, patternmaking, and draping. Before taking those classes, I didn't even know how to sew, and I had no idea how to even use a pattern, let alone make my own.

Around the same time I started design school, I started taking ballroom dancing lessons. Ballroom dancing quickly became another one of my passions. About a year after I started dancing and taking design classes, it occurred to me after attending some local ballroom dancing competitions that designing dance costumes might be a good business idea for me to pursue as it combined several of my interests and was something I could start with relatively little upfront capital. It's been a long process, but I've definitely had a reason for every decision I've made in the last ten years.

***How did you approach your full-time day job employer about starting a business?***

The bank I work for requires employees to disclose anytime they are pursuing something outside of the bank for which they are potentially earning additional income. I had to fill out some forms and explain what I was doing as the bank doesn't want any of its employees engaging in outside activities that might directly compete against it. For me it was more a formality, given that the business I've started is totally unrelated to anything the bank does. My boss and others several levels above him knew about this business I was starting. I'm not sure if they realized at that time how seriously I would take this business though.

***Is your employer OK with you having a business on the side?***

My boss and I didn't talk about it much until this year. 2011 has brought a lot of changes in my both day job and with my small business. My website went up in November 2010, and since February especially, my business has continued to grow. There have also been a lot of process changes in my day job this year that have made it generally more complex, demanding, and time-consuming. This spring I really started to burnout trying to manage everything so I approached my boss about a part-time work situation. The burnout was starting to affect my health. Until I went to my boss and told him about the burnout, I don't think he or anyone realized how much time I was spending on my business. They agreed to let me work an 80% schedule from the beginning of June through the end of August. However, I will have to go back to full-time at the beginning of September.

***And you are a 1099 or W-2 employee at your day job?***

I am a W-2 employee.

***Does your FTE relate to your PTE endeavor? If so, how? If not, why?***

There is really no overlap in terms of the industry specific knowledge that I can take from one to the other. However, I have applied some of the broader skills I've learned in my day job to my small business. For example, I've spent my entire business career working with various clients, and I've used what I've learned with those clients when working with my small business customers. I am very prompt in returning calls and e-mails to customers because this is a practice I've employed in my various day jobs and providing good customer service is important to me. The type of business I have also requires good organization skills because I am keeping track of so many different kinds of inventory—rhinestones, fabrics, trim, in addition to keeping track of customers and various deadlines that need to be met. This is where years of experience working with and creating spreadsheets comes in handy as well as multi-tasking different projects at work.

***Do you see the day where you might just become a full-time entrepreneur? If so, what are those tipping points for you?***

My long-term goal is to be a full-time entrepreneur. I always listen to my intuition when making major life decisions. I don't have the feeling that I need to leave my day job just yet. Until I get that feeling and I know in my heart that the tradeoffs that come with becoming a full-time entrepreneur are worth taking, my business will continue as a part-time venture.

***Having a full-time job and a part-time business can be stressful – how do you keep balance in your life?***

I definitely believe in the concept of balance and that is my ultimate goal. I've been able to meet deadlines with my day job and small business so far, but often at the cost of feeling like the hamster who can't get off the wheel. I'm very good at scheduling and being efficient with my time, but that doesn't mean a lot of rest. I've often felt like I am going from one item on my "To do" list to the next, and the list never seems to get any shorter. That's what was contributing to my burnout. That's why I needed to

do something about it. To create more balance in my life, I realized that I have to set aside time every day to just rest, and if that means waiting another day to get to items on my “To do” list that aren’t time-sensitive, then that’s what it means. It may mean that it takes longer for my business to grow to a point where it can be my sole means of support, but I accept that now.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

I would definitely say go for it and encourage it. If you have an idea in your gut that’s telling you to pursue it, you must pursue it. However, once the idea becomes reality, it is not necessarily what you had pictured in your mind. Owning a small business has been eye opening in ways that I wouldn’t have necessarily expected.

For example, I knew that I would love the design aspect of this business. I like seeing an idea become something tangible when the dress is finished. But one thing I didn’t realize is how draining the sales process would be. When pursuing leads doesn’t work out, it’s disappointing and frustrating. Sometimes it makes me question if my love for the design aspect is enough to overcome how difficult it is to break into the niche I’m trying to break into with my business. Perhaps I was being naïve, but I thought it would be easier to gain an audience than I’ve found it to be. It’s only been a short amount of time, (less than one year), so I just need to keep putting in the hard work and continue to give it time.

One of the other things I’ve learned is to stay flexible and be patient. I might actively pursue multiple leads that don’t pan out, but then I might get a random call out of the blue that leads to a sale. In the last eight months alone, there have been several serendipitous moments that resulted in positive results for my business. It’s a mix of experiences, both negative and positive, and a little frustrating too, because I can never predict where the next customer is coming from. Every experience is truly a learning experience.

***If you had to start another business, what have you learned that you might do differently – either about yourself, or about how to run a business in general?***

I learned early on that there are too many things to do and too many facets to this business to do everything myself, so I began to outsource whatever I could to people that were experienced and that I could trust. However, one thing I never explored was finding someone to help me with sales and marketing. That is something I should have probably given more thought to before my website went live last fall. Honestly, it’s something that I would still consider today if I met the right person to help me with that area of my business. Otherwise, I wouldn’t have done anything differently because even though it has not been easy, I have no regrets in any of the decisions that I’ve made.

***Do you think your day job employer benefits from you owning a part-time business? If so, what are those benefits?***

I do think they benefit. There’s always been a part of me (and part of the reason why entrepreneurship has always appealed to me) that is anti-authoritarian. I guess I never thought of myself as someone who could stay in corporate America long term, because I have to follow other people’s rules, and if I don’t

agree with them, I start to get antsy. So, that's part of my personality to start. At work, I've never been afraid to speak my mind when I don't agree with something. I've said things in meetings that others were feeling but were afraid to say. And in the long run, I believe this benefits my department because they are getting a point of view that they otherwise may not have gotten. In general, as a business owner, I bring a big picture perspective to our department that is sometimes forgotten, given the detail-oriented nature of the kind of work that I do. So the things I notice or say may be different from my colleagues, and in the long run, the more points of view, the better, for our department.

### ***What do you want to learn from other Plan Cers?***

How they manage everything and if they are able to find balance in their lives. If they think the benefits of having a day job outweigh the negatives of not having more time to focus on their business. Do they think it's possible to grow a business to profitability while keeping a day job? Or will time constraints limit how much the business can grow? At what point do they anticipate leaving behind their day jobs?

I'm still working through many of these questions myself. But whatever happens with this business, I have already experienced at least one profound change in my life. I've come to appreciate each day much more than I used to. For someone who has always been very goal-oriented and kind of impatient to get from point A to point B as quickly as possible, there's a part of me that doesn't look that far ahead anymore. I've learned to take things day by day and enjoy the day for what it is and find the joy in that day. Until I started to feel burned out, I was just working and working trying to make this business a success. I wasn't thinking about whether or not I was enjoying life anymore. Now my main goal is to enjoy life. While having a successful business is still a goal of mine, if enjoying the day means that I decide to take a night, or even the whole day, to hang out with friends/family or just do nothing, then that's what I'm going to do. ☹

### **Summary: What I learned from Roxanne's Interview**

- Use your passions as hints for your entrepreneurial ideas.
- Be cognizant of burnout. If you're doing both the day job and running a business already and are burning out, have a frank conversation with your day job manager and see if you can achieve better balance.
- Be patient. Appreciate each moment of each day.
- Find people you trust to outsource parts of your business that don't fit your skill set—and when you do, you might even find a business mentor along the way.

## ***Deb Amorde & Brooke Freiborg - Moxie Cycling Company, LLC***

*Deb Amorde has a Bachelor of Arts in Organizational Management and Communications and is currently employed by a marketing company specializing in continuity services. Over the years, Deb has worked with many well-known entertainment companies including A&E Television Networks, PBS Distribution, Discovery Channel and Questar Entertainment. Her current role as the AVP of Video Content Development utilizes her communication skills to help companies enhance their brand through innovative products for multi-platform distribution.*

*Brooke Freiborg has marketing in her blood. She parlays her Bachelor of Arts degree in Marketing and Finance advising clients on marketing strategies and tactics that make a difference to the bottom line. She has worked with several large, established brands in the health and wellness industry including SHAPE magazine, Muscle and Fitness and growing brands like Sensa and RightSize Health and Nutrition. She is currently employed by the leading advertising agency in the franchise industry and supervises a portfolio of clients including Budget Blinds, Seattle's Best Coffee, Goodwill, and Camp Bow Wow.*

***Please discuss what your business is and why you started it.***

**Brooke:** Our business was really born out of a need we identified in the marketplace as consumers. Deb and I have participated in RAGBRAI, the oldest, longest and largest bicycling event in the world the past three years. The event is a cycling touring event across the state of Iowa that attracts around 20,000 riders and spans 450 miles over the course of 7 days. We first participated in 2009 and were anxious to feel the sense of accomplishment that comes with an experience like RAGBRAI. As is true of any new sport, the first year is a year of investment. Investment in all of the necessary gear to enjoy the sport – road bikes, water bottles, bike packs, supplements, etc. Since both my husband and I were new to the sport, the cost was multiplied by two. As a result, some of the “discretionary” investments were intentionally avoided. Deb, on the other hand, had previously purchased her bike and being the gear aficionado she is, made the investment in some of the discretionary items, including cycling apparel, the first year. Long story short, we like to say that Deb carried the burden of our lesson on cycling apparel the first year. We learned that otherwise simple (and very loud) cycling apparel has been built for very specific reasons. The technical design is more complex than just a simple yoga tank top or even a seemingly comparable tri-top.

Fast forward to the second year of RAGBRAI, and our lesson from the first year learned, I set out to make the investment in quality, stylish cycling tank top jerseys. To my dismay, I was disappointed by the lack of options available in the marketplace and did what any woman with a few sewing projects complete and a sewing machine would do – I took it upon myself to sew my own jersey. Deb was with me when we went to our local fabric store in search of fabric and even “supervised” the production of the first jersey that would end up as inspiration for what is Moxie Cycling today. At that time, we joked and even dreamt about how big the concept would be, but conversations didn’t resurface about starting the business until January of 2011 as we were discussing preparations for RAGBRAI again the following year. We knew the competitive landscape, but what was missing was the financial and apparel development aspects. With no interest in culminating a team of sewers, we looked for an activewear apparel specialist to partner with and were shocked to find one virtually in our backyard. From there,

financial pro formas were generated and officially pulled the trigger and formed an LLC in March of 2011. In a matter of just five short months, we went from ideation of the business to selling nearly 200 jerseys at the debut of the first line in July.

**Deb:** The concept of Moxie Cycling appealed to us in many ways, but two reasons that came to the forefront were the chance to start a business in a relatively low-risk capital environment and to do so around a sport we love. We fell in love with the concept.

*How long have you known each other?*

**Deb:** Brooke and I met four years ago while working for the same company. We were colleagues for a year and a half, but continued our friendship after Brooke left to take a position with another company.

In terms of bicycling, I sort of dragged Brooke into the sport. It was one of those Minnesota things; summers are short in the Midwest and so I brought up cycling and asked if she was interested in doing RAGBRAI. That's what started it all.

*Why did you each start your business? Are you trying to patch income, supplement income, feed a passion that is lacking in your day job, or some combination thereof?*

**Deb:** I was in the process of planning to start some type of business in the next 18-24 months, preferably one that allowed me to work in and around one of my passions. As a single woman, I wanted to create an alternate source of income should anything happen with my company or my current position. It's financial security for me. When the concept of Moxie Cycling was presented, it fell right in line with the goals I was already pursuing. The more Brooke and I discussed Moxie, the more excited I became. This was a chance to work with a close friend and someone I greatly respect, not to mention the business focused on one of my favorite interests – cycling. This was an opportunity I couldn't pass up. I would love to be able to work at Moxie Cycling in a full-time capacity at some point, but I'm in no rush. I love what I do, the people I work with and the company I work for.

**Brooke:** Like Deb also touched on, I always wanted to have something of my own. I've been intimately involved with some of my client's businesses, but it has always been a dream of mine to start my own business. There's something here that I can be involved in building and turn it into something great. I'm passionate about it and would love to eventually do it full-time.

Deb and I have had frank conversations about my initial interest in starting this business on my own. During the due diligence stage, I had conversations with my husband and actually explored doing this on my own. We had the financial backing to go it alone. But as I talked more about the business and evaluated it, as Deb is one of my closest friends, I talked to her about many pieces of it. She kept providing the "what ifs" for the business, and we had several thought provoking conversations about how she could add value to the business. Ultimately, we make a great team and are 50/50 members in the LLC. Looking back, I wouldn't have done it any other way and wouldn't have been able to do it without her. It has been so fulfilling to do it with someone else. I have a sounding board and we have the opportunity to enjoy all of our experiences in building the business together.

***Did you have entrepreneurial mentors in your life?***

**Deb:** Not formally; I did however grow up in a family owned business, so by osmosis you see first hand what it takes to own and operate your own business. Both my parents were intimately involved in running and growing an aviation business. Over the years, they taught me by example that hard work, smart work, integrity and diversification are keys to long-term success.

**Brooke:** I have definitely had mentors in my career, people I've admired. I love their tenacity and their approach to business and have learned a lot about what it takes to develop and maintain a successful business. Great vendor partnerships and relationships are key.

***How long did you contemplate starting your business before actually starting it on the side?***

**Deb:** About 8 weeks.

**Brooke:** We started in January 2011 with the financial and vendor evaluation, and how to get to market with our idea. We decided to move in March.

**Deb:** Yes, we incorporated at the end of March, so about eight weeks. We are 50/50 members in the LLC.

***How did you approach your full-time day job employer about starting a business?***

**Deb:** I did not approach them. The marketing company I work for has an environment where it wouldn't be necessary. Besides, my boss and I have had several conversations about owning businesses--the entrepreneurial mindset. He knows my mindset and I didn't feel the need to ask for permission. That said, my boss does know about Moxie Cycling and what we're doing. It's really a non-issue.

**Brooke:** I also similarly didn't ask for permission from my current employer, but was very open with what I was doing. Not born out of the idea of getting permission, but more so in valuing the opinion of the people I work with. At my day job, I work with large brands, and the firm helps with positioning them and how they go to market, so having those conversations with them about our brand is invaluable. I spoke with my Creative Director, and our President. I work at a small agency and the President started the business with a couple other owners 11 years ago. She's definitely an entrepreneur, and she would be the first person to tell you that the reason she started her business was to give her more flexibility. I never considered Moxie Cycling a threat and don't believe they see it that way either. Many of the conversations I had at my day job were centered around ideas we were considering and I solicited feedback and refinement. They know that we're passionate about Moxie Cycling and they have supported us 100%. In fact, they did the branding work for us for free. There's no way we could have done what we have without them. We're so grateful for their kindness and support.

***Is your employer OK with you having a business on the side?***

**Deb:** Yes.



**Brooke:** Yes!

*Do you see the day where you might just become full-time entrepreneurs? If so, what are those tipping points for you?*

**Brooke:** I eventually would love to see Moxie become a full-time job for us. It is just a matter of getting to the tipping point. We consider what we are doing now as the proof of concept stage. For the next two to three years, everything that is generated by the business will roll back in to grow the business. If at that time we could replace one or both salaries, the plan would be to discuss who that might be and if that would work.

**Deb:** I second Brooke's comments. I hope and believe that Moxie Cycling is something we could do full-time. Personally, I don't have a specific tipping point in mind, but am confident that when the time is right we'll know it.

**Brooke:** We've also had the conversation that we don't want to get to a point where our "day jobs" are hindering the growth of Moxie. So while we don't know when that time will come or what those situations will look like, we have been open and had conversations about it. If the potential of Moxie suffers because of our limited time, we'll take a step back and try to remove that roadblock.

*Having a full-time job and a part-time business can be stressful – how do you keep balance in your life?*

(laughter)

**Deb:** Balance has been a big topic and something we're very aware of. If it feels like business is getting in the way of our friendship or our personal life balance, we discuss it. Business is great and we love the idea of having an entrepreneurial outlet, but our friendship comes before the money. Working full-time at our day jobs and working full-time on the business doesn't leave a lot of spare time, but we're conscious of it and try to work around it.

**Brooke:** It would be an understatement to say that during the initial business development, we've really both had two full-time jobs. For the last several months, I go to work during the day, then come home and work on Moxie, and then do it for five days on end. It's been a whirlwind, but we know when to quit. There often comes a point where any progress made won't be the best progress, so we take a step back and come back with fresh perspective at a later time.

**Brooke:** I'm the married one of the two, and there's no doubt that I'm spending less time with my husband. But he's been incredibly supportive from day one, and has always encouraged me to do what I need to do in order to be proud of myself. He understands that now is a super crazy time for the business, but he's been totally understanding and supportive. I couldn't ask for a better partner in life.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

**Brooke:** I would tell them based upon where we are at now, whatever they think it will take to start it both in terms of time and money, quadruple that investment guess. Money you can control a little better than time. I've equated starting a business to planning a wedding. It's amazing all the details that go into every single tactic. As you evaluate the opportunity, look specifically at the market need and all of the details that go into getting a product or service ready for the market. It's a bit mindboggling. I would definitely support any new entrepreneurs, but it is important to have realistic expectations. Quadruple the time and money.

**Deb:** My advice to any person contemplating an entrepreneurship is to go for it. Seize the opportunity, but be aware it will affect your life. The reality is you might not see your friends or family as much as you'd like and you may not get to participate in all the fun activities or events that come your way. Embark on the journey with eyes wide open and paint a realistic picture of what your life will become as a business owner.

***Do you think your day job employer benefits from you owning a part-time business? If so, what are those benefits?***

**Deb:** I believe they do. A lot of my work revolves around budgeting and bringing products to market, so there are many activities that cross over between my day job and Moxie Cycling. As I mentioned previously, I hope Moxie can one day be a full-time position, but I have no plans to abandon what I do for full-time work. I am more committed than ever to my employer; it is the opportunity that makes Moxie possible.

**Brooke:** That is an interesting question. The one element I was thinking about was my level of commitment, but that's been something that's part of my DNA. Once I'm in, I'm all in. I thrive in roles where I get to advance an idea or project forward, and that hasn't changed in any way now that I own a business in addition to my day job. But I will say that my time and interests are divided. I 100% would not want to jeopardize anything at my day job, because I'm committed to it and depend on the income in order for us to have the ability to advance Moxie.

***Partnerships can be tricky. What advice do you have about finding the right partner in business?***

**Brooke:** I mentioned earlier that I was considering starting Moxie Cycling on my own. At one point I was even contemplating starting the business with a larger group, which included Deb, my sister, and her husband. We all rode in RAGBRAI the year before and have a similar passion for cycling. My sister is one of my best friends, and that's why I included her in the initial conversation as I was contemplating the business in January. At the end of the day, the business concept was my brainchild. And I won't lie; it created a lot of waves early on. Was this going to be Deb, my sister and me? Or four people with Deb, my sister, her husband, and me?

We had heart to heart conversations about what that would do to the relationships. From day one, friendship and family were and are more important than this business. The idea of having friends, family

and business dividing interests was concerning—what’s the hierarchy in decision making if the parties disagree? Deb and I had a conversation about it and I had conversation with my sister. What it came down to was Deb’s interest in growing the business. She presented thought provoking ideas on how to propel the business forward and approached the business with an inspiring drive to create a brand rather than just a company that sold product.

The conversation with my sister was slightly different. Her interest was one of support from a family member and more on the financial side. She thought this could be big and wanted the ability to be involved. With my sister, we ultimately decided her interest was financial, so Deb and I discussed and we decided that down the road we would extend an offer to my sister and her husband after the proof of concept stage to financially invest if they wanted to, but we would discuss that collectively. I think the moral of the story for me was to look at the person wanting to be involved and figure out what he or she can bring to the table rather than just the person. Try to evaluate early on his or her communication style, and how to resolve conflicts—that’s important. Figure out the best solution together, and if you can’t resolve it, you probably shouldn’t move forward.

**Deb:** The biggest consideration for me when evaluating a potential partner is purpose, hands down. Why does this person want to be involved? At the end of the day, the partners of any endeavor need to be pursuing the same purpose with an equal level of commitment. Talk through and evaluate how each person involved communicates with one another. Understand each person’s work style. How does your partner(s) make decisions? What are they looking to gain? How will they contribute? Each partner doesn’t need to share identical skill sets, but understand whom you’ll be working with and how they operate. Know what you’re getting into.

**Brooke:** Also, try to find areas if you don’t have strength, your partner does. It’s great to have complimentary skill sets and have value in the other person where you have no interest. For example, I have very little interest in business administration. Deb is more process oriented, so she thinks through operations and administration. While they may not be things she loves, they are less of a nuisance for her than they are for me.

**Deb:** Brooke enjoys the marketing more and loves to tell the story. We balance each other out and cover our bases well.

### *Anything else you’d like to share?*

**Deb:** The journey of starting and growing Moxie Cycling has been incredible. All the effort that goes into turning a concept into a reality has been extremely gratifying. My favorite concept, which I quote often is, “how you spend your time and how you spend your money, reveal your priorities.” To anyone with the idea of starting his or her own company, my advice is to get started. Put action to your priorities. Make something happen for yourself; you’ll be surprised what you can do!

**Brooke:** Starting my own business has been one of the most fulfilling things I have ever done—and this is only the beginning for Moxie Cycling. Women tend to be multi-task oriented, but in general in any aspect of life, you never really have just one thing going. If you’re thinking of starting your own business, go for it! ☘

**Summary: What I learned from Deb & Brooke:**

- “How you spend your time and how you spend your money, reveal your priorities.”
- Have frank, honest conversations with potential partners. What does each potential partner bring to the table?
- Take the amount of time and money you calculate you will need to start your business, then quadruple it. That amount will be closer to reality than your initial estimate.
- Check with your significant other about how they feel about your time and balance when starting a business.

## ***Katasha S. Butler, PharmD - K Sherrie+Company and butler apothekarie***

*Katasha S. Butler is the Founder and Lead Planner of K Sherrie + Company Planning Atelier, a full service wedding planning boutique for the discerning and style-conscious bride. She previously operated a creative and inspiring wedding blog: [The Wedding Workroom](#). After graduating from Danville High School, she studied Chemistry at Spelman College and went on to obtain her Doctor of Pharmacy at Butler University. Additionally, she is currently in pursuit of a Masters of Business Administration from Butler. Consistently being called upon to plan parties, organize professional benefits and fundraisers, and design weddings of friends and family after graduation, she began laying the groundwork to start her own boutique wedding planning firm in 2006. She went back to school, took some business classes, became a certified wedding planner and interned under a successful wedding planner in Indianapolis. As a wedding planner and owner of a planning firm, Katasha went on to found Eventology Conference, a wedding business conference for wedding industry professionals. Now in its fourth year, Eventology brings professionals from all over the United States where they learn the, “science of running a successful wedding business.” Dr. Butler has also recently started another venture in skincare—butler apothekarie. Katasha enjoys mentoring young ladies as a former Girl Scout troop leader and Alpha Kappa Alpha Sorority, Incorporated Rosebud Mentor for the Alpha Mu Omega Chapter. She also is a member of the Circle City Chapter of The Links, Incorporated and serves on the Board of Directors for Girl Scouts of Central Indiana and Shalom Health Care Center in Indianapolis. Her most recent appointment was to the Board of Visitors for Butler University College of Pharmacy and Health Sciences. Her company websites can be found at: [www.ksherrieeco.com](http://www.ksherrieeco.com), [www.eventologyconference.com](http://www.eventologyconference.com), [www.theweddingworkroom.com](http://www.theweddingworkroom.com) and [www.butlerapothekarie.com](http://www.butlerapothekarie.com).*

***Please discuss what your businesses do, and why you started them.***

I started the wedding planning business (K Sherrie+Company) by helping my friends. I really enjoyed it and finally realized that people would pay me to do event planning. It is a creative outlet for my life. My second business, butler apothekarie, was development of a solution around a problem I personally had: dry, flaky, discolored skin. More than ten years ago, I had really dry and flaky skin on my face and it was making dark marks, especially around my eyes. As a pharmacy student at the time, I realized I could try making something to combat the problem. So I started making my own face crème. After having years of compliments from using it (I've never had a need to wear foundation, even to this day), I thought I should probably start selling it. Right now, I'm in the research phase—but I always thought, why not try?

***Why did you start your businesses? Are you trying to patch income, supplement income, feed a passion that is lacking in your day job, or some combination thereof?***

My ultimate goal is to have a brick and mortar apothecary shop. It wouldn't be a typical drug store; the store would have pretty things, like lotions, potions, creams and perfumes. If I could run this business in my twilight years, that would be great! But even then, I would still work as an occasional pharmacist. In pharmacy, you can work part-time, or work as much or as little as you want.

I'm in the process of rebranding my wedding business. I don't necessarily want to be a planner anymore myself; however, I'm thinking through what that would look like. Right now, I'm a pharmacist first, and I do these other things on the side. Later, I would like the roles to reverse.

***How long did you contemplate starting your business before actually starting it on the side?***

It was less than 6 months with my first business—it went really fast. I realized when planning someone should be paying me for it, so I took a class to become certified. My guy friend told me that I was good at it and I should just make it happen. I took my first class in September 2006 at the Business Ownership Initiative of Indiana,\* and by January of the following year, I had the legal form of the business.

*\*The Business Ownership Initiative of Indiana and Central Indiana Women's Business Center ([www.businessownership.org](http://www.businessownership.org)) is a not-for-profit organization that helps people start and grow their businesses, and is funded in part by the Small Business Administration.*

***How did you approach your full-time day job employer about starting a business?***

At that time, I was a director at a managed care organization. I did not talk to my employer at the time about it. It was after hours and it was completely different from what I did during the daytime. At that time, I had a lot of deliverables and project management at work, so I had to make sure that was completed. I spent a lot of nights up until 4:00 in the morning on the wedding planning business. But it was OK because I was working on my own business.

***Is your current employer OK with you having a business on the side?***

My boss at my current day job knows that I have businesses. It was a known fact when I started. The hospital Pharmacy Supervisor role is 0.7 FTE, and always has been. They originally hired me as part-time, but now they want me to be full-time. I am not currently interested in switching to full-time, because I like my free time, but I am flexible. There are many times that I come in on my off days. I work 3 days a week, then 4 days a week, every other week. I am a W-2 employee. I still need benefits, and I still have those being 0.7 FTE.

***How do your two different businesses relate to each other, if at all?***

I would say that both have similarities in branding and the marketing aspects of the businesses. Both have just me and a shoestring budget. My creative skills and resources on the wedding planner side provide me access to creative professionals, so I already have people in my network who I can call upon for my new company's graphic designs, and makeup artists from my wedding planning business who can try my product. I have one makeup artist and proponent of the face cream who is encouraging me to get my product out to market. Pretty much everything I learned in my first business I'm leveraging for my second business.

I think the other similarity between businesses are the skills I need as a leader—critical thinking, being able to see projects to the end, and making decisions on the fly. I have to make a decision and stick with it, whether or not I'm 100% sure or 75% sure. In terms of seeing projects to the end, I learned all about

perseverance in pharmacy school. I didn't study in pharmacy school as much as I could have, but, I really wasn't interested in making straight As in pharmacy school, either. But I did have to persevere. I had to stick with it, and just do it. Pharmacy school drove home the principal of "good enough." That skill has helped me tremendously with my businesses. Perfection is not always attainable and the relentless pursuit of it can cripple your business.

***Are conflicts of interest an issue for your FTE/PTE lives?***

The only problem I suppose I could see is if I was doing my own company work on my day job employer's time, but that isn't even possible. I've got more than enough work to keep me busy at the day job!

***You mentioned having your own brick & mortar store above. Do you see the day where you might just become a full-time entrepreneur? If so, what are those tipping points for you?***

My personal tipping point would be financial. If, for example, the face cream was doing so well that I could maintain my current lifestyle or make even more than I do now, and that the business was sustainable—those would be my tipping points. Sometimes, maintaining stability of a business is tough. Sometimes the money comes from the business to the owner, but a lot of times, the money comes from the owner and goes into the business—particularly when a person is starting up a business. My pharmacy day job helps me support my businesses, especially during the ebbs. Instead of taking out a loan to incorporate or hiring a chemist to do stability/quality control and antimicrobial testing on my crème for commercial marketing, I instead use my personal income to pay for these business expenses, and it isn't taking away from my lifestyle. If I wanted a new expensive handbag, I'd go work more hours at CVS/pharmacy®, for example. It is the same with starting a business. Pharmacy allows you to support yourself and bankroll your venture.

***What about capital to have a product mass-produced, like your crème?***

I really want to have my crème available as a boutique product with a cult following. I don't want it to blow up overnight and go mainstream. I will say that I'm learning a lot from this new product idea. For example, I've had to learn how to get a UPC for a product. I have to decide if I want to start adding preservatives to the crème to extend shelf-life. There are scientific tests that have to be performed on samples. Then, there is the issue of drug vs. cosmetic and the Food & Drug Administration. What exactly is a cosmeceutical? Should my product be organic? Vegan? It's been a steep learning curve, and it's taking longer than I had initially anticipated, but it is very gratifying when the pieces start to come together.

***Ok, so you have a 0.7 (almost) full-time job as a Pharmacist Supervisor, you work part-time as a pharmacist at CVS/pharmacy, and you have two companies. How are you, or are you maintaining balance in your life?***

My life probably is not balanced. I just have to make sure I keep all the balls up in the air. I'm active with a sorority, social groups and sit on boards. Staying this busy all the time might be why I don't have a husband, because I don't have much free time. I try to pare down some activities I do when I get really

busy. Sometimes it works, sometimes it doesn't. I get off a board or a committee and step away when necessary.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

Be prepared to work. You'll work harder for yourself than for a company that is paying you; it is a sacrifice. Sometimes I'll be up until 4-5 o'clock in the morning. I paid someone to build my first website, but the web developer took too long to make edits. So, I got rid of him and learned how to build the website myself. Now I can update my own website.

It's exciting! You should tell someone about it, too. If you tell someone about your business or idea, you then have to prove it. If you are worried about whether or not someone is going to 'steal' your idea, realize that there's really nothing new anymore. Most crèmes for example have a lot of the same ingredients. However, the marketing of different crèmes are different and that is what differentiates brands from each other. Someone probably already did what you are about to do. Telling someone what you're doing with a business creates accountability. For example, the first thing I did with my wedding planning firm was have a table at my sorority business expo. It tells the world that you're out there, and you need to make it work. You'll work that much harder, if you like to win (like I do)!

***If you had to start another business, what have you learned that you might do differently – either about yourself, or about how to run a business in general?***

I didn't buy advertising this time around. When I started the first time with the first business, I bought advertising and never saw the return on investment. So this time, I didn't buy any. Also, this time I'm focused on word of mouth, samples, and with fewer promotional pieces, but better quality...it is grass roots over here!

***Do you think your day job employer is benefitting from you owning a part-time business? If so, what are those benefits?***

I think so, because I think that I'm better at decision making, delegating and deciding what is important and not so important. I have a different point of view than most of my colleagues, and share my different point of view with my boss at the day job regularly. It's rare to find a pharmacist who does a lot of creative things. We're pigeonholed in our profession into being analytical and to like things strictly black and white. But there's another side of me that looks at the "what ifs," and looks for alternatives. I think my day job also benefits from the fact that I no longer second guess myself when it comes to making decisions, especially on the fly. I make a decision and go with it, because I have to make a decision and go with it as an entrepreneur.

***What was the best training you received to prepare you as a business owner? (Other biz owners, classes, your family, etc.?)***

I probably received the best training at Business Ownership Initiative of Indiana. While pharmacy school didn't teach me to be an entrepreneur, per se, getting my PharmD did give me more credibility in



my businesses. People assume that if I was smart enough to make it through pharmacy school and earn a doctorate degree, I must know what I'm doing!

Being a pharmacist might have hurt me initially as well with my first business. I'm not a cheap consultant, because I can go work at CVS/pharmacy as a pharmacist and make good money, so I decided a long time ago that I was going to be paid for what my time is worth. It's a branding thing too, potentially. If you cost more, you *must* be better! Think of comparing a hot pink tee shirt from Walmart vs. a hot pink tee shirt from Saks. I am always aware of the value of my time. I gain extra credibility, even though the wedding planning and pharmacy are totally unrelated. What do they share in common? Both are hard work. Working a wedding is NOT glamorous. It is an extremely exhausting day if you do it right. ☹

### **Summary: What I learned from Katasha's Interview**

- Get help. The Small Business Administration ([sba.gov](http://sba.gov)) has offices across the country which provide training on starting a business.
- There is good, good enough, and perfect. Get rid of perfect and embrace good enough.
- Tell others when you're ready that you're starting a business—it creates accountability.
- Value your time. It is the one resource that is finite.

## ***Ian Busch - Digital Wave Creative, LLC***

*Ian Busch is the founder of Digital Wave Creative, LLC. He has a BA from the Department of Telecommunication, Information Studies and Media at Michigan State University, graduating in 2003. He focused on media production, and digital media, art, and technology (DMAT). He then was a producer for a comedic variety show called "Nocturnal Transmission." Prior to graduation, he was responsible for producing, writing, directing, and editing a comedy program. He was also responsible for producing, directing, and editing "SideShow," a sketch comedy at MSU Telecasters, and became an executive producer while at the university. Now he works at MessageMakers during the day, and runs Digital Wave Creative at night.*

***Please discuss why you started your business, and what your business is?***

I need to back up a bit. When I started at MessageMakers (my current day job), I wanted to get experience being a filmmaker and storyteller. At my day job, I got access to expensive production toys and really studied my craft of becoming a filmmaker. From there, I did some short films on the side, and my boss was totally cool about it, because it taught me how to be a better storyteller for our clients. Storytelling at my day job is more promotional in nature, but when I make films, I get better at captivating an audience, which is a skill the clients at my day job definitely benefit from me honing.

Around 2007, I started getting offered a lot more freelance stuff on the side to do what I do, and I began thinking that someday I might want to work for myself, or do more creative side work. So I told myself if I could come up with a creative name for my side work, I'd jump on it. Digital Wave Creative was a name that sounded professional and reflected how so many of the toolsets I worked with became easier once they became digital, so I grabbed that as a domain. My first real gig with Digital Wave Creative was consulting work with my brother on some webisodes he was doing to promote "You Can Draw Starwars" with DK Publishing and Lucasfilm. My brother, who is a professional illustrator, was actually one of the artists who helped make the book. The webisodes were designed to be short and fun and have supplemental instruction for aspiring artists that tied into the book. With my video background, I was his technical advisor and helped him with the editing and storytelling. After the first couple webisodes were well received I became a little more involved and ended up writing and directing a couple of the later webisodes in season 1.

My brother and I didn't make any money off of those webisodes, but that was okay because we enjoyed getting to work with Lucasfilm properties, and we cared about teaching and inspiring artists. But as we were making them, it occurred to me that what we were doing was very unique. The webisodes were not just inspirational and instructional, but entertaining as well. Even people that didn't draw or paint liked to watch them to see how other people create art. My brother and I tried to figure out if there was a way to do something similar and profit from it, but none of our options looked very lucrative. The first day Apple® showed off its iPad® in January 2010 it hit me what we needed to do. By the end of the day I had a plan in motion to create Digital Wave Creative's first commercial product, an application for iPad on Apple's App Store.

You can buy drawing books, but you need all your supplies gathered at once, and it can be a hassle to get started with everything you need to draw in the traditional way. In the *You Can Draw Starwars* book,

there are sheets of tracing paper, but those always discouraged me as a kid, because I didn't want to "waste" the couple shots I had at tracing in a how to draw book. I realized the iPad could provide an affordable touch screen device where my brother could teach how to draw easily, and others could easily practice. With our app, you would never run out of paper or worry about wasting anything. It never occurred to do it with the iPhone® because it wasn't big enough. So after Apple announced their secret tablet I called my brother and asked him if he was interested in working on an app. From that point it was just a matter of me doing the programming or hiring a programmer.

One of the great things about being a video producer is that it doesn't really matter what medium I'm producing for; if I want to get something done, I do what I can, and find others to do what I can't. We ended up talking to and securing programmers we liked, and I had to hire a graphic designer for my logo. Within a month, I formed a LLC, had a logo designed, and programming began on this application. My brother and I thought this idea could make some money, but more importantly, we just thought it would be a cool idea to try. It's bringing in income, but the intrinsic rewards of building an app and putting it out there to teach others is what is most rewarding and what motivated us to begin.

***What is the name of the app, and what can it do?***

The app is called Interactive Sketchbook. It is an interactive drawing program on iPad that simulates a real-world sketchbook. It was designed to be simple, there are no colors and no painting, and it just simulates paper and pencil. It is designed to be simple so that the interface can get out of your way and the user can focus on creating art, or learning how to draw. What's unique about our app is that it is designed to be used with photo reference or tutorials you can walk through. My brother created four portraits tutorials—two for the female form (straight on, and three-quarter views) and two for the male form (straight on, and three-quarter views as well). When my brother had been involved with how to draw books, he was limited by the number of steps or how detailed he could be. But with this app, we really had no limit on the number of steps or how detailed each step could be. Now, we have about eleven major steps in each tutorial, each step has further details and tips you can optionally expand (about 3 dozen total per tutorial). Also, our app allows tracing side by side with the reference drawing. You can also zoom in or out on the drawings. It is actually a lot of fun to use.

***Why did you start your business? Are you trying to patch income, supplement income, feed a passion that is lacking in your day job, or some combination thereof?***

I would say we do get to be creative in my day job and at my company. But, there's not a lot of money in telling stories or entertaining unless you get to the Hollywood level. I started my company as an outlet for creativity, but also to build up something so if I wanted to transition into on my own, I would have something to fall back on. With the app store we could do well if our app took off. Right now the app makes money, but most of it is getting reinvested to improve Interactive Sketchbook as well as launch some new applications and games we are working on.

***Did you have entrepreneurial mentors in your life?***

I think to some extent. The big one is my brother, because he's an illustrator and professor of illustration at a community college. Before that he was a starving artist who really had to put himself out there to

pick up freelance work in the creative markets. One thing he's done recently is a series of movie posters that are classic Hollywood properties but zombified. He loves it, because he gets to emulate and recreate a lot of his favorite movie posters from the artist he always looked up to since he was young. They have been very popular. That is a great example of him finding a way to tap into what people want with a product that no one else is delivering. My favorite is his parody poster for Disney's "The Little Mermaid" that is titled: "The Lethal Mermaid." But he has dozens more to check out at his website for the project: <http://www.hollywood-is-dead.com/>.

Also, my dad was an engineer, so he was always creating things and making things happen, whether it was fixing something on cars or building additions to our home. It was always a matter of how he would do it, not if he could do it. I think that's probably the link that's inspired me. If you want something, you can make it happen. I don't want to get too into the quintessential American Dream. Not everyone can have everything they want. But if you set realistic goals, you can use the time and energy that you might otherwise put into a hobby into achieving them. Start small and build up as you get better. I make short films because it takes a lot of time and effort, and it would make no sense to start with something feature length. If you want to write a book, do it. If you want to make a movie, get a cheap camera and make it. The trick though is to definitely have a day job because bills have to be paid and you need to eat. If you are working toward something you care about, even with 5-10 hours a week outside of your day job you can accomplish a lot.

***How long did you contemplate starting your business before actually starting it on the side?***

I didn't actually fill out for the LLC until I basically had to in order to be accepted as an app developer for this drawing app. But, I knew a long time ago that I wanted to have a cool name for my business—which is why years ago I secured my company domain, and even my own name domains. (By the way, I would recommend that you secure your name domains like I did—things get taken. For example, there's a Hollywood writer that also has my name, Ian Busch, but I own ianbusch.com, .net, etc. I secured them ten years ago. Grab your name for your idea before it is gone. You might pay a little more to own the domains, but they are yours. I have about seven domains right now myself.)

***How did you approach your full-time day job employer about starting a business?***

Well, there was no chance of making money in the short films that I was doing, so it was never really an issue. It was a little awkward the couple times I worked on small paid projects that might have been something MessageMakers could have done. But in most of those cases, my client could not have afforded the rates one would pay for a full service company like MessageMakers. I had to make sure I didn't use MessageMakers equipment or resources, or if I did, I would certainly have had to get permission and disclose. I'm also very careful – I read my employment contracts, and if I think something is unfair, I have it altered. For example, my contract with MessageMakers only involved work that I thought it should, and it allows me to do short films on the side—they don't own my outside creative material.

With the iPad and my app, my boss actually thinks it's cool. He was one of the first people to buy it on the App Store on the day it launched. He likes iPads. And at the day job, we weren't making apps when I started Interactive Sketchbook, but a couple times since then MessageMakers has considered launching

some products into the app store. I now have enough experience to consult with them about the ins and outs of what that entails. At the day job, MessageMakers has a bunch of creative services, but at the end of the day, you're really selling who the client will get to work with on the creative project. Now that I'm an iPad developer, that is a feather in MessageMakers' cap. That's something that other production companies may not have. If you work with MessageMakers, you get to work with award winning moviemakers and iPad developers.

***Is your employer OK with you having a business on the side?***

Yes. As long as its not a conflict of interest, they are cool. There is something else unique with the work we do that is worth mentioning. MessageMakers has been really flexible with me because we have to be flexible with them on projects. For example, some days I may have to fly to Europe to shoot a motorcycle rally in France and the days may be 12-16 hours long. Other days it's not as important when I show up or leave as long as I get my work done. This helps me have the time to start other projects. Most of that ends up being nights and weekends, but I do get to enjoy flexibility if I wake up a little later. The day may change where I have to go to part-time with the day job in order to deal with app development. If that happens I'll probably be able to reduce my work load to accommodate the fewer hours with my employer.

***Do you see the day where you might just become a full-time entrepreneur? If so, what is the tipping point?***

Well, I guess it is making the right amount of money to sustain myself. Ultimately yes, but I love my day job too. I would like to slowly transition, but ideally I would continue to do stuff for MessageMakers for 8-20 hours per week over time. The work we are doing and the clients we work with are all interesting. It keeps me sharp. It actually balances the stuff I'm doing in my own company now. My biggest challenge right now is labor resources. Our programmer also has a day job, so he can't work on the app as much as we'd like him to. We have the app, but now I need to find affordable labor to develop other apps and this app so that I can grow it. The question then becomes: do I personally want to learn how to code these apps? I could, but where I really excel is the creative/production/quality control functions. As a producer, I figure out what pieces to assemble, how to assemble them, and find people who can do things better than I can. I designed the first website for Interactive Sketchbook. It was really good for something I did. My brother and I liked it. Then I realized that it didn't inspire me to want to buy our product. I turned to the graphic designer who made my logo for Digital Wave Creative, and his first draft looked 10 times better than my design. Now we have a website that looks slick.

***Having a full-time job and a part-time business can be stressful – how do you keep balance in your life?***

I think that you have to manage sleep and personal life. I happen to be working with a bunch of young creative people at MessageMakers and our Digital Wave Creative people are also young and creative too, so I get a lot of social interaction in my day-to-day work. I think the only thing I do less is watch TV. I still watch some TV and still spend a lot of time on the internet. I definitely have to be choosier about which social engagements I make the time to participate in, however.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

I would say that in addition to having a good idea, do something you like. I think how much money you make is not quite as important as how much you enjoy what you do. I've had a bunch of friends in law school who could make a lot of money, but who cares if you hate it? That motivates me to work on the app. Sometimes that is the time when I'm the happiest—when I can go to sleep knowing that I have made progress.

I think people should also be realistic. Don't bite off more than you can chew. But if you really love what you're doing, that will show. Whether it is a product you're making, an app, or a film, if you care about what you're doing and make it for yourself, there's a chance that there are other people out there who will love it too. With the internet, there are distribution channels we've never been exposed to before.

I also think it is important to try with the understanding that you may fail. A good example is my short films. I make them because I like watching them and I share them with my friends, but I'm not under the illusion that Hollywood is going to call me. I made a serious short film at 30 because I had to try. I had to go for it. You tend to regret more what you don't do versus what you do actually try. That film didn't get accepted to any of the 15 film festivals I submitted it to. So what did I do? I ended up renting out a theatre and banding together with a bunch of fellow filmmakers to make our own film festival so I could premiere my film. Ironically that film festival might end up being a bigger success than my original short film as we are set to have our second annual film festival with twice as many films and attendees. We just had the second annual Cupcakes Film Fest, and we have a Facebook fanpage: <http://www.facebook.com/cupcakes.filmfest>.

***If you had to start another business, what have you learned that you might do differently – either about yourself, or about how to run a business in general?***

I'm doing all the stuff I want to now. The only reason to start another business for me would be to do a type of project that didn't make sense to combine with my current business. (For example, creating an app that didn't fit the tone of my brand. Like a silly game that might sell well, but make my other apps look less legitimate.) That's the only reason I could see starting another business. But if I could go back in time I would give myself all the info that took me a while to find. It for example is easy to form a LLC but it's hard to find out how—it's buried in my state's online website. There are so many companies that want to charge you to walk you through the process, the links you actually need are hard to find.

***Do you think your day job employer benefits from you owning a part-time business? If so, what are those benefits?***

Yes, absolutely. Benefits for each person are going to be unique because not everyone's day job is about creative services and flexible like mine. MessageMakers is delivering a service and the ability to work with talented individuals who can craft your message better than you can. A client would benefit from having a producer who sought experience in the craft outside of the day job. Also, I hone my creative skills on the side, which is always a benefit for my clients.

Part of it is for your own happiness, which makes you a better employee. If you're doing what you want to on top of your day job, you're more likely to be happier at your day job. If you find fulfillment outside of your job, you are less likely to feel oppressed at your job. If you're able to do something creative on the side, you're less likely to hold it against your employer if you can't do something creative at your day job.

This reminds me of relationships with friends. If you have several friends and they all interact with you in a different way, you don't care if friend A isn't sensitive enough, or friend B isn't funny enough. If you try to have all your social needs met by just one friend, its more likely you'll focus on where you feel the connection is the weakest, to the detriment of the areas where you have a strong connection.

I may be getting too tangential, but the short story is, that having a unique friend B can help you appreciate friend A even more, the same way that having a hobby or purpose outside of your day job can help you appreciate and enjoy your day job more.

### ***What was the best training you received to prepare you as a business owner?***

Three things come to mind. First, I did something I was really interested in. When I grew up playing video games, for example, I picked one that was fun to me, and I asked myself why it was fun. My need to understand why something works, now helps me design things that work as I develop this app for the iPad.

Also, I learned a lot from my dad and my brother, as I mentioned before. When my dad wanted something and it didn't exist, he built it. My brother carved himself a creative career too, which was good for me to watch.

There is a lot to be said for college and universities too. I went to MSU and I don't know if it matters what college you go to, but it's important to go to study groups and other student groups. Surround yourself with people who are smarter and more motivated than yourself (it will rub off). Find ways to practice and explore what you are learning and studying. For my video classes I did this by joining student TV shows and creating my own cable access show. The experience I gained cemented the theory we were otherwise just reading about or being lectured at. Going to college was also important for me to figure out who I was versus who my family was. Being forced to live on my own and being surrounded by people who were trying to learn a lot was good for me. You might not need to go to college to learn how to learn, but it is important to surround yourself with people who are doing things you want to do. If you surround yourself with people who just watch life go by, that might not be the best for you in the long run.

I also love technology. I couldn't do what I'm doing without computers and the internet. We can order books on Amazon at midnight or book a flight at anytime online. I am writing a screenplay with a friend in New York who I only see in person once a year. We work together now more than we did when he lived in Michigan with me. We have the ability to do cool things between work and bedtime now. If it's something you enjoy or aspire to, go do it! ☹

### **Summary: What I learned from Ian**

- “Surround yourself with people who are smarter and more motivated than yourself (it will rub off).”
- If something doesn’t exist for your creative outlet, create it, like the Cupcake Film Fest!
- The internet has given us more distribution channels than at any other point in history as entrepreneurs. Use them.
- Maximize new technology.
- Carry your new-learned skills from your entrepreneurial endeavor back to your day job and leverage the new skills with your employer to make them shine.



## ***Cheryl Seibert - Red Dog Photography, LLC***

**Current Status:** Works full-time between information technology and a business unit at a large corporation, and owns/runs Red Dog Photography, LLC on her own.

*Cheryl has over 12 years experience in the information technology field, ranging from helping customers determine business and IT requirements to developing training programs and solving computer networking issues. She currently works full-time in information technology for a large corporation. Cheryl has been responsible for managing projects, developing communication plans, validating, testing, defining business plans, managing accounts, developing procedures, and ensuring overall delivery of information technology projects. In 2010, Cheryl started out as an entrepreneur photographer and established Red Dog Photography, LLC. Cheryl has steadily developed sound business processes and increased clientele for Red Dog Photography, LLC and is looking forward to a growing business built upon the innovative and qualitative Red Dog Photography brand. Cheryl holds a Bachelor of Arts Degree in Speech Communications from Indiana University, and a Master of Science Degree in Information and Communication Sciences from Ball State University.*

***Please discuss what your business is and why you started it.***

Red Dog provides smiles and a product that families will cherish for years to come in the form of photography. I offer portraits for individuals, families, couples, babies, and high school students. I also provide wedding and sports photography. Photography for me was a hobby for many years, and has been on my heart for many years. Loved ones, friends and family continued to encourage me to pursue my passion and saw the gift in me that, at the time, I was not yet able to see. Eventually, I started to realize that I did have a gift and began to turn the corner into a new and exciting adventure. I began establishing a presence in the field, built my portfolio and established business processes. In retrospect, it was a matter of getting my heart and mind in the right place and being ready for it. I established Red Dog Photography, LLC in 2010 and have been steadily growing ever since.

***Why did you start your business? Are you trying to patch income, supplement income, feed a passion that is lacking in your day job, or some combination thereof?***

It was more about the passion for me. I was just getting to the point in life where I asked myself what else I wanted to do with the rest of my life. Understanding that this is it; we get but one go round and decided it was time to move in new directions. As I thought about this question, the question of quality of life and enjoying daily life continued to permeate my mind. I then asked myself if I would regret NOT opening a business twenty years from now, and the answer to that for me was a resounding YES! I would.

The only way to go back and change things is to look forward and make adjustments in the present, setting yourself in a new direction. It is work that means something for me and it is something that people will cherish for years. I found purpose and meaning in creating art, capturing the essence of a person or a relationship and delivering that to others to enjoy for years to come. Even in the short amount of time that I've been formally in business, I've seen tremendous benefit beyond the product I offer my clients. I see them smile; they WANT (OK, well, most of them want) to be there and it has

offered me an avenue to make new connections with people I've not seen in 20 years, or meet new ones. I'm a very social person and it satisfies my need to be around people. Working in a 4x4 cube just wasn't cutting it on its own. After seeing photographs I created for a friend, she said, "I smiled. I truly smiled when I saw them and I haven't truly smiled in a very long time." THAT is what it is about for me ... touching hearts, and building confidence in others.

***Did you have entrepreneurial mentors in your life?***

No, none at all. I had a ton of people who encouraged me to take my hobby to the next level for 15-16 years. They kept encouraging me to open a company and move in that direction. In my photographs they saw my ability that I wasn't able to see at that time. I had to grow as a person, begin to see things from other perspectives and be able to walk forward with confidence before I could even fathom heading out of the security of a corporate job into a self-sustaining business. I can say that through the years, I looked at other successful entrepreneurs with admiration and hoped one day I could do that as well.

***How long did you contemplate starting your business before actually starting it on the side?***

After I was able to move from "I can't" to "I can," I didn't contemplate. I moved very quickly after that point. Prior to having a change of heart and mind, I would just brush it off and get back to my day job. I felt stuck where I was and didn't see possibilities for moving in any other direction. Insecurity and fear were the barriers that prevented me from moving in the right direction sooner. It wasn't until I began to learn to overcome fears, trust, and learn to take a leap of faith that my life and my involvement in my life began to change. That gradually changed in my life—rather than allowing life to happen to me, I began to make life happen.

So, there was no epiphany or single moment that changed for me, it was growth over time and experience. When I had some time off of my day job, I began developing plans, workflows, and an internet presence. It has steadily developed and grown from there. In a matter of speaking, I began to move. By moving I don't mean selling my house and moving down the street, I mean making decisions and acting upon those decisions. I remembered telling a friend that was struggling with her job/career status, "well ...move..." The next day she made an appointment to look at a house. I had to explain that "moving" meant making a decision to be a more active participant in your life and the circumstances within it, making decisions and following through with actions.

***How did you approach your full-time day job employer about starting a business?***

I didn't feel the need to have a detailed conversation about it because it was so different than the industry and my role at the company, but I did make them aware of it. I had some conversations around potential conflicts of interest; if for example I took photos of suppliers or vendors of the day job company. I wanted to cover my bases and make sure I wasn't violating any policies. After checking with them, they didn't view it as a problem. My immediate supervisor is well aware of my desires and needs that aren't being fulfilled within a corporate role and completely understands the gap I have and is supportive of my photography business.

***Do you see the day where you might just become a full-time entrepreneur? If so, what are those tipping points for you?***

Yes, I could see that. I'm not sure if it makes sense for me right now or in the near future, but the tipping point will be the amount of demand from both roles, and whether or not I can sustain both AND ensure I have time for family and friends. I think my mind and my heart are where they need to be, but it's just baby steps for me moving forward in the right direction. I'm OK for now doing both. When my photography business grows to a point where I cannot reasonably manage both, and have time with my family and friends, then I'll seriously reconsider my options and determine whether I want to move full-time into photography or trim my clientele to a manageable amount.

***Having a full-time job and a part-time business can be stressful – how do you keep balance in your life?***

One of the things about photography is that it provides a better balance for what I want to accomplish. That's one of the most important things. I see people in my life who work nonstop, and at the end of the day, people rarely say they wished they had worked more. Balance is extremely important to me and I think that may just be the tipping point. Only time, growth and more experience will tell.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

I would say follow your heart. Obviously make sound decisions, and prepare for whatever you want to do financially. But I think finding out what it is that you want to do with your life is the most important thing. Determine what kind of life you want. It's much easier to do what you love everyday and be successful at something you love and are passionate about. You'll want to improve and learn on a daily basis. And WANT is very important. You have to WANT it. On the flipside, money is important; we all need to eat. My advice to potential part-time business owners is manage your finances early on. Don't carry debt if possible and prepare, prepare, prepare. Take a thorough and honest look at your debt, expenditures, and income and determine what you have, what you need and what you truly want.

***If you had to start another business, what have you learned that you might do differently – either about yourself, or about how to run a business in general?***

For me, it was all about focusing on what I CAN do instead of just looking at what I cannot do. It's a change of mindset that had to occur for me. I might, in retrospect, have started my business sooner. But looking back, all the experience I learned at my day job supplements the business side of my photography business. I learned website development, technology, software and computers, all of which are integral to a successful photography business and any other business these days. I used to develop business processes, and operating procedures as well as communication plans and training. All of these have helped me develop sound workflows and evaluate my business processes so I can streamline my work and spend more time in the field.

***Do you think your day job employer benefits from you owning a part-time business? If so, what are those benefits?***

I would say they do. It changed my attitude. Part of developing and growing up is finding and fulfilling personal gifts. I've seen people who have unmet needs in their day jobs. It brings them down over time, and they become less efficient and motivated at work. I can't say I wasn't efficient at work before I started my own business; I was very efficient, but it took a lot of mental energy to maintain that efficiency and effectiveness. At times, I felt drained. With photography, I wake up excited about learning new techniques and creating art that has impact on others. My energy level has increased in other areas of my life just by proxy. It's a new adventure! If you can meet an unmet need in your life, you become more productive. It's the same with personal and work life; if one suffers, the other is likely to suffer as well. Additionally, success as an entrepreneur also builds confidence, which definitely helps in any other aspect of life, including my day job.

***What was the best training you received to prepare you as a business owner?***

I didn't take any training from an entrepreneurial perspective. I took a photography class years ago, but nothing else on that end. I think for me, it was going back to wonder where your life or path is headed, and then it just comes together. The hobby and the work I was doing in the day job gave me confidence that I could do both and be able to successfully start a business as an entrepreneur. ☘

#### **Summary: What I learned from Cheryl**

- You don't necessarily need entrepreneurial mentors in your life—but it is nice to have people pushing you to start a business. Listen to them.
- Cheryl made a decision to be a more active participant in her own life and share that message with others.
- Focus on what you CAN do...not on what you can't.
- Hobbies can turn into real, legitimate businesses.
- Follow your heart.

## ***NaShara Mitchell, JD - Ready to Blush Makeup Artistry, LLC***

*NaShara Mitchell's passions are people, their empowerment, advancement and success. She delivers educational and motivational training sessions with an energetic fusion of facts, current events and a little sass. When asked to design solutions for personal and organizational development, she listens, asks questions, and then listens again. The answers result in identified needs and targeted advising, programming or policy. They may also result in a trip to her makeup chair. What first started as an obsession with paper, coloring books, and crayons morphed into a love of beauty and style, with special thanks to Jem & The Holograms. NaShara honed her artistry skills at MAC Cosmetics and later founded Ready to Blush. Formally, NaShara earned a Doctor of Jurisprudence, master's in Higher Education and Student Affairs and her bachelor's degree in Communications. Her day job is in higher education administration.*

***Please discuss why you started your business, and what your business is?***

Ready to Blush is a beauty and wellness concierge. The philosophy behind the company is to enhance, empower and educate the everyday celebrity. We use beauty as a tool for personal development through services and socials to help women look and feel great inside and out. Through the philanthropic arm, we work with teen and women-serving organizations like Dress for Success.

Ready to Blush came from making and doing creative things, work with various cosmetic brands, and a background in education. I really learned from that work how beauty was something more than just purchasing a new lipstick or latest cosmetic collection. It was also about a person's life, desires and concerns.

***Why did you start your business? Are you trying to supplement income, feed a passion that is lacking in your day job, or some combination thereof?***

For me, it is a combination. Beauty is the tool that allows me to be creative, have an impact and another stream of income.

***Did you or do you have entrepreneurial mentors in your life?***

Absolutely. My entrepreneurial spirit came from my family and understanding that it is a mindset and how to view the world. You can either take what's handed to you or make it work for you. I have also sought out other individuals to be my mentors. Mentors are key.

***How long did you contemplate starting your business before actually starting it on the side?***

I was in business as a sole proprietor before I created the LLC. I previously freelanced, but it wasn't until law school that I decided that it might be wise to protect myself.

***How did you approach your full-time day job employer about starting a business?***

I started this business before I came to my current position. I'm in a supportive environment and thankfully it does not create a conflict in higher education; it enhances what I do instead. I like my position and I like my business, but I try to keep the activities separate.

***Does your FTE relate to your PTE endeavor? If so, how? If not, why?***

They absolutely relate because they are both based on personal and professional development along with managing relationships and information, and developing solutions to meet identified needs. I do similar work in each endeavor but with different tools.

Makeup and exercise can provide an instant pick me up. I love seeing the "OMG" moments, not unlike the A-ha! moments students have during advising sessions, a client has after an appointment or from attending a social we've hosted. They're usually smiling a little broader and have a new energy about them that carries over into other areas. We've probably talked about everything from their special occasion, personal style, reality TV, customized beauty and wellness tips to meet her needs and looped around to what is going on in her life and career as a whole. It's no secret, when you look good, you tend to feel good. Feeling good gives a boost in confidence so you tend to do better.

Being in higher education also allows me to get beyond just doing makeup and to have a research interest in understanding the multi-billion dollar beauty industry and its sociological and psychological impact on an individual and society. When research shows women who wear makeup tend to get paid more or lipstick or nail polish sales increase when the economy tanks, or how beauty is used as a not so positive tool, you begin to wonder if wearing makeup or indulging in a beauty regimen is really a personal choice at all. What other seemingly minor luxuries relate to power, status and productivity?

***Are conflicts of interest an issue for your FTE/PTE lives?***

No. It is all related to education and assisting others. I can say yes or no to an appointment and set my business schedule to avoid conflicts.

***Do you see the day where you might just become a full-time entrepreneur? If so, what are those tipping points for you?***

I'm already a full-time entrepreneur because I work in higher education. Higher education gives you the freedom to explore. Any time you're a faculty member or professional staff member, you're an entrepreneur. It's about developing and implementing what isn't already there or doing so in a unique and novel way. In the business sense of entrepreneurship, you want your product or service to make money or impact a way of life. In academia, you want your research or activities to be your life's work or influence future research or programs. Making money, then, comes as external grants, awards or institutional funding to further your chosen research or program.

Is there a day where my business and my day job won't be friends? Maybe. But in higher education, the two worlds are more easily navigated.

***Having a full-time job and a part-time business can be stressful. How do you keep balance in your life?***

It's a little easier for me because my work is all built on relationships, being social, and I enjoy what I do. The relationships become a matter of knowing time, place, and communication. As an administrator and educator, the work never ends. Being a beauty and wellness concierge never ends. It never ends because others trust me enough to select me to do the work so being aware and communicating the need for a break, help, or declining to immediately take on new projects are key. It's a little easier for me to relax or take a break by switching between the two; completely unplugging and enjoying being out and about, which usually means family, friends or food are involved; or, finding someone I trust to assist and work as a team, so it's not all me all the time in either situation.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

Do what you love. If it's a passion, do it, but set boundaries and ask others to help you to remember the boundaries. Your friends, family, and mentors will see you hit the wall before you do, because you are too far into your own routine. Referring back to working with my students in the academic setting, I share with them that this is where it is critical to have a support network—and have that network at various stages, tiers and depths. Relationships are key to balance, growth and success.

***If you had to start another business, what have you learned that you might do differently – either about yourself, or about how to run a business in general?***

For me, I've learned to go with my gut. Even if I only had threads of research or data to support a new idea, I'd still move forward if my gut was telling me to. I'm sensing something going on and I can't quite put words to it, just yet, but because it's there, it's worth exploring. I've also learned that I'd keep those gut feelings to myself for a while, share only with my inner circle, or test the concept very quietly. Thankfully, my inner circle has a variety of individuals, personality types and careers, so I am able to get a different perspective from each of them. I'm forever indebted to their wisdom, but I'd try to secure professional services from other individuals as soon as economically feasible.

One other thing I would do is to have a separate creative or work space sooner rather than later. The couch or home office is good, but it can become overwhelming because you can't get away from it. It can become a constant reminder of the many items on the never-ending to-do list. Having a separate space offers a break and place for inspiration. It also leads to happenstance networking opportunities or actual business productivity like completing expense reports, product ordering, responding to email, etc.

***Do you think your day job employer benefits from you owning a part-time business? If so, what are those benefits?***

There are several benefits. One is time management and being able to focus on the big picture and thinking through details. Another is the ability to see how different things work and relate to each other. My ability to take risks is also a benefit. When things seem disparate, I often try to find the underlying

thread and make something work that at first glance would have been very difficult. That's what business, education and entrepreneurship are all about. Wherever you are—a for profit business, not for profit business, employee or entrepreneur, you have to be able to create and influence ideas and action often from seemingly unrelated things or on a compressed timeline or budget.

***What was the best training you received to prepare you as a business owner? (Other biz owners, classes, your family, etc.?)***

Life. Because I have had many different experiences—from informal conversations, interacting with great people and opportunities in various areas to work in retail management, community service and formal education—those rich experiences of my past help trained me to watch, plan and do. Real situations help across the board.

***What else did I forget to ask you about starting a business and managing it on top of a day job?***

Have fun! Remember your purpose. It's one of those things to feel your way through. If the business fails, it will suck for a minute, you'll learn from that failure, and then you'll figure out your next step. Experience is the nice way of framing failure. Along the way we pick things up from life experience. Friends, family and mentors will tell you to go for it. They'll also hold you up if you fall and be the first to celebrate your success.

Don't start a company just thinking you'll sell it, unless it's in an industry where that's common practice, because it might not be as great as it could be. Keep revisiting the why and the purpose of your business; if it is a gut feeling, have a gut check often—does this feel right? For the analytical types, think through your entire plan. Plan for every contingency and move forward after you've thought through everything. Last but not least, be ready to believe in your business more than anyone else. ☘

### **Summary: What I learned from NaShara**

- Beauty comes from the inside, not the outside. (I knew this already, but it was a friendly reminder.)
- We are all entrepreneurs now. NaShara is in higher education in her full-time day job, but she views herself as an entrepreneur in that role. Some may argue she's an "intrapreneur" working for someone else, but whatever one chooses to call it, she's right. Like it or not, we are our own brands.
- Think about starting a business that leverages not only your strengths, but the skills you need to enhance your day job. For example, NaShara believes that both her day job and her entrepreneurial company must both leverage relationships, and both require her to be social. Even though she divides them, she really is leveraging the skills she needs in one to maximize both opportunities.
- If you decide to do both the day job and the part time business, you'll get great at time management.



## ***Erin Albert - Yuspie, LLC and Pharm, LLC***

*(See the back cover/bio of the author. Yes, I interviewed myself, which may or may not make me a tool, but I did this mainly to not only test the questions, but also figure out if I could add to the conversation. I'll let you be the judge on that after reading my interview. I didn't give you a summary of my own thoughts, as I think that might actually go over the brink of toolness...)*

***Please discuss what your businesses are, and why you started them.***

Both of my businesses stemmed from unmet needs. I started Pharm, LLC back in 2005 when I was benchmarking medical science liaison (MSL) job satisfaction across the pharmaceutical and biotech industries and had data to share with the world. But, I had no publication to share the data in, so, I formed my first business to educate others about the role of the MSL and more importantly, help get others into the role. From this information, I published my first book under my first company's brand and name.

I founded Yuspie, LLC (Which stands for young, urban single professionals of Indiana) as another unmet need a year later. There are around 90 million single people in the U.S., yet, every online portal dedicated to them seems to be just for one purpose only: dating. Actually, (and ironically, after a really bad date,) I came home and thought about it. I really didn't want to date at that point, and all I really wanted to do was connect with other young professionals in Indiana that shared my commonalities and spirit. Yuspie was born!

As to the "why" I started the businesses for me, personally, work is part of my family's ethic and my own personal ethic. Although I went to a professional school (pharmacy) and still go to another professional school (law), I was raised in a family by entrepreneurs who always valued a hard day's work. So, while I'm an "accidental" entrepreneur, I've loved being a business owner. It compliments all the other work that I do too—both as a teacher, and as a student. My companies and creative work as a writer feed on my education as a student of law and my teaching as a professor of pharmacy and pharmacy law. Starting a business or two never really was about the money for me, but now that I have the money on the side, I do dig growing something that provides passive and active income. Since I've had my best royalty period just last quarter, I think that's a sign from the universe that I'm also on the right track.

***Did you have entrepreneurial mentors in your life?***

My parents are definitely mentors, although I don't think they ever really encouraged me directly to become an entrepreneur when I was a kid. Since neither my mom nor dad ever had the chance to graduate from a 4-year college, it was a non-debatable issue for my brother and I: we were attending college, period. It was just a question of what we each wanted to study, and what schools we wanted to attend. Subsequently, my parents have seen the value in having an entrepreneurial endeavor on top of a professional day job, and are fully supportive now.

Beyond my parents, I am always attracted to and engaged by other entrepreneurial and intrapreneurial kindred spirits. I love hanging around others who are passionate about what they do. I get energy from

being around their passion. Now, as a serial networker, I'm constantly on the lookout to learn from everyone—discovering another person's passions, interests, and how I can help them brings me joy. I get giddy when I can pair up people with common passions too.

***How long did you contemplate starting your business before actually starting it on the side?***

Not long in either case. I think I formed them because I was frustrated by a lack of platforms by which to share my messages, honestly. Once I had the idea to form the businesses, I just called my lawyer and he got the ball rolling on the legal business forms. (And, as a sidebar, I view my lawyer as a long-term business partner. While he isn't involved in my day-to-day businesses, he does help me with a myriad of legal issues in my businesses. Find a good attorney and hold on to them for dear life, because they are truly worth their weight in gold to an entrepreneur.)

***How did you approach your full-time day job employer about starting a business?***

For me, I came into an academic faculty job with the two companies already formed. So, my employer already knew I was carrying with me the entrepreneurial "baggage." Honestly, I think they've benefitted from me being an entrepreneur on the side. I KNOW I've benefitted by being an entrepreneur on the side with my teaching ability. For example, teaching an entrepreneurship elective course for pharmacy majors has given me the chance to share my own entrepreneurial experience with the next generation of pharmacy leaders. Without the real world experience of high-highs and low-lows in entrepreneurship, along with my network of other entrepreneurs, the class wouldn't be as awesome as it has been thus far!

***Does your FTE relate to your PTE endeavor? If so, how? If not, why?***

Yes. In my day job, I teach classes on: entrepreneurship, health care, pharmacy practice, law, social media, networking, career development, and the future of pharmacy practice. In my businesses, I'm always on the hunt for what's next in health care and anthropological trends with single and young professionals. I need to be a trend hunter in all my jobs, and by being an entrepreneur, I'm forced to polish my trend hunting skills. In turn, I can bring my trends back to the classroom and prepare our pharmacy students for the future of practice and their professions TODAY. Each of my jobs plays on the others.

***Are conflicts of interest an issue for you?***

I don't think so. I definitely think the benefits outweigh the risks. I think my only enemy is time, because time is finite. Having started my current day job after I owned my businesses helped too, because my employer knew going in I had other endeavors on the side and welcomed them.

***Do you see the day where you might just become a full-time entrepreneur? If so, what are those tipping points for you?***

Of all the questions, this is the least clear to me right now, and one of the lessons I hoped to learn from other Plan Cers in this book. As a student, I'm in my last year of law school, so I'm just trying to get to the point of graduation, (hopefully) passing the bar, and becoming an "official" attorney (if I pass the

bar) so I can breathe again. Law school alone has been a 4-year nearly full-time haul for me on top of the day job and keeping my businesses growing in a sour economy. But, I can say with pretty clear accuracy that I'm never going to be the person who can just do one thing in my career. I don't know if it is being a Gemini, or being an "overachiever" (my friends' label of me, not my own), or having so many interests as a kid; but I do know that I get my energy and my strength from having multiple interests in my life. With that energy, I can be super creative, bold, and futuristic.

***Having a full-time job and a part-time business can be stressful – how do you keep balance in your life, or, do you view balance as BS?***

Balance in my book is BS. I think there are a lot of bad definitions of the word "balance." The word either means that one person will spend an even amount on family vs. work time when it is "perfect," but I also think that was a term defined by someone who hated what they did professionally. I love what I do, so to me, balance is maximizing my time spent on projects I am personally passionate about.

Don't get me wrong—I get stressed out just like everyone else. I do try to exercise, see friends, eat right, and yes, even get eight or more hours of sleep a night. But, I personally think that one should do what they want to do—what gives them joy, what makes the heart sing? THAT is balance to me. To be unbalanced means that a person just hasn't discovered any passions—yet, or someone who is ignoring them all for chasing the almighty dollar, in my book.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

Go for it, but try and do your best with it. That means: take classes. Get smart. Read. Study others. Write a business plan. Keep polishing your skills. Last but not least: prepare to work harder than you've ever worked for anyone else, ever. I think a lot of people become "entrepreneurs" because it sounds sexy at first, but once they're in and they realize it is harder work than they've ever done, for less money at first, they end up realizing it's not quite so sexy after all and chuck it. I think many chuck it too soon. That's why I'm writing this book—because I think there are better (and let's face it—worse) ways to go about entrepreneurship, and personally...? I want to see EVERY man and woman who wants a shot at entrepreneurship to do the very best that they can. Our country is depending upon them!

***If you had to start another business, what have you learned that you might do differently – either about yourself, or about how to run a business in general?***

Honestly? Nothing. Because I personally believe we're all in the right place at the right time to learn the lessons we need to learn in the right moment for us. Of course, there are better and worse times for different types of entrepreneurial endeavors, but there are lessons to be learned for the individual on the individual's timeline. One of most important lessons I've personally learned while being an entrepreneur is failure. As I have said and will continue to say: the train to Awesometown goes through Suckville. EVERYONE has to pretty much suck at something new before they get good at it. Malcolm Gladwell says we need to invest 10,000 hours in something to master it. This is a key I've seen with successful entrepreneurs: they get good with failure. We all need a little #failwhale in our lives. It keeps us humble, hungry, strong, a little crazy and constantly learning.

***Do you think your day job employer benefits from you owning a part-time business? If so, what are those benefits?***

Unequivocally. I'm a better teacher because I'm an entrepreneur. I'm a better entrepreneur because I'm a teacher. I have contacts and a network outside the four walls of my day job too, which is exponentially beneficial to my classes, because I bring the real world into the classroom via my network (and sometimes, it is kicking and screaming – but it is reality, which is something I personally and philosophically think the universities owe to their students). My day job boss jokes that I put the “I” in entrepreneur to create “intrapreneur” in our culture at work, because I'm constantly arguing that ALL our pharmacy students can be creative and start something from nothing, NO MATTER WHERE THEY WORK, or WHO THEY WORK FOR, not just the students who start a business! I love it! Like it or not, we are all entrepreneurs now.

***What was the best training you received to prepare you as a business owner? (Other biz owners, classes, your family, etc.?)***

The school that's easy to get into, but hard to graduate from: The School of Hard Knocks. No amount of training in a classroom or books on a shelf will prepare an entrepreneur for reality. One just must live it. I'm living it. I love it. I hope others will join me. ☼

## **II. Those Who Left The Day Job**

## ***Crystal Grave - Snapping, LLC***

*Crystal Grave is founder, President and CEO of Snapping.com. She is a seasoned marketing and sales professional with over 15 years of branding, public relations, strategic development and sales experience. During this 15-year tenure, she has also been involved with planning dozens of personal and professional events for anything from a handful of friends to more than 50,000 spectators. She earned a MBA in Finance from Butler University College of Business and a BS in Marketing from the University of Indianapolis. She left her day job as a business development manager at a large Indianapolis law firm two months ago. She currently lives in Indiana.*

***Please discuss what your business is, and why you started it.***

Snapping is an online portal where people can readily and easily plan events and meetings, by finding venues that can accommodate their requirements. I started this business because I saw an actual need for the type of service we are providing. I had tried to fulfill that need with other tools prior and found that to be nearly impossible. So, I decided to fill the unmet need. But, before I went whole hog on the business, I stopped myself and thought about whether or not the need existed on a wider scale or if it was just my own perceived need. I did interviews with people and professional event managers to make sure I wasn't alone in my opinion that the current tools were not working. To me, it was important to trust my instincts, but verify my opinions. Trust but verify. We spent 2-4 months researching people, through focus groups, interviews and observations. Fundamentally we wanted to make sure what we believed the market reaction would be mirrored what we were seeing and hearing on a smaller scale.

The idea for the business began while I was planning an event on behalf of a friend. Because I have done event planning before and my friend had not, it was my gift to her. But I found it was hard enough to do when I DID know what I was doing, and to my friend, the task was nearly insurmountable. When you are spending thousands of dollars on an event, it is important to know how to spend that money wisely. Frankly, it should have been easier to do than how it was at the time I did it. That was the motivation and onus behind the idea of Snapping.

***Where did your passion from meeting planning stem?***

I was the kind of kid at age 8 who wanted to throw my own surprise birthday party! I guess it has always been in my blood. I've technically never been a professional meeting planner, but it has a part of what I have done in and around my profession since I began. I am an extrovert, and I have always loved socializing, celebrations and any well-planned party.

***Did you always know you'd be a business owner one day, or was your business a happy accident?***

I always dreamed of owning my own business. Whether or not I was fully cognizant of that as a kid, I don't know. But, it was and is important for me to try something, put it out there and see if I was right about my hunch.

***Did you have entrepreneurial mentors in your life?***

In general, I take mentors anywhere I can get them. Even if I don't purposely set out to do that, I gravitate towards people who are successful and learn via conversation, observation and their philosophies. There are countless people who have served as mentors – organizational, social, and managerial – I pick up different things from different people and take the best parts and apply them to my own life. In short, I have more than I can possibly name and I remember their contributions from childhood up until today. I'm a "mentor sponge"—soaking it all up each and every moment.

***You only left your day job 2 months ago. Back in 2009 when you wanted to start your business, how did you approach your employer about becoming a business owner on top of your day job?***

I was in a unique situation in that I actually engaged my employer to help me start my company. I went to my employer and said I wanted to start this company. Coincidentally, the law firm where I worked happened to have an entrepreneurial services group. I wanted an attorney from that group to serve as my primary legal counsel, and while I was starting the business, the workload didn't require I leave for at least 1 year. That allowed me to easily both do my day job and start this company on the side. I honestly never considered the possibility that they would not have been supportive. Frankly, they are that type of business. I believe they value their employees and the contributions they make to their business, and I trusted that my contributions would be treated in a similar fashion. Thankfully, I was right!

***After the firm/day job approval, did that affect the way you thought about your day job differently?***

Not really. There was a significant ramp up time to have this second career to the point where it could be full-time and take over my full-time job. I looked at the job the same way I always had, and that my role still required that I promote and actively support the business and the attorney base. It didn't change for me. The time it was going to take to put the business in place was months if not more. I engaged professionals to help me with that research as I transitioned into a full-time position with my business. I told them at that meeting it was my intention to quit the day job and it would be at least a year. So, in a way, I gave my day job employer a one-plus year notice. I also feel as though I was able to add value to the way I positioned my employer in the market because I was also a client now and trusted their services and expertise.

***What was the tipping point for you to leave your full-time day job?***

I decided to leave when the amount of hours to launch the company exceeded the hours outside of my day job available to support it. When the time requirement shifted in order to supply adequate customer support and service, the change was necessary. That's when I decided to leave.

***You are also married. Prior to leaving your full-time day job, was balance in your lives an issue?***

I think what I did was throw as many hours into my entrepreneurial endeavor as I could without starting to hate or resent it. I spent a lot of time on the research and crafting the business plan and the financial model. There wasn't difficulty in making time for it because it was new, exciting and the sky was the limit on the possibilities—it was a limitless source of creative outlet.

Obviously it is challenging as you get deeper and deeper into the new work. You have to sleep. My husband has been very supportive of the business. I check in with him and ask every once in awhile. He says I need to do it—even if I fail, I'll do it again and succeed. He's been great and really is a cornerstone to help me maintain perspective.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

I would go back to my marketing roots and tell people that before you go whole hog, spend some time doing research. Spend time to do informal questioning of your friends, family, and target customers to see their reaction to your idea. Don't assume your experience is the same as others, because if you do, you can make incorrect assumptions. It's better to spend a few thousand dollars to validate rather than hundreds of thousands and end up being wrong. I changed my business around 40% from the original vision based upon conversations with others and the focus groups I conducted. We all have assumptions on how people behave, then you watch them and they behave differently. It's important to hear what they think and watch what they actually do. It is interesting and valuable to watch that unfold.

***In looking back at your recent launch of your business, is there anything you would have done differently if you had the chance to do it over?***

No. No matter what happens, you learn from everything and your reactions to those experiences. We aren't rigid, we are adapting to the choices we make. I rarely make a choice and lament it. I rationally think through a choice and then make the choice, then adapt and adjust if necessary. There's no undoing the choice. You only move forward and the choices you make move forward as well.

***Do you think your day job employer benefitted from you owning a part-time business?***

Maybe. The major benefit the day job received was that they had real life experience for a client to interact with the law firm, because I was an employee AND a client. I could see how we present ourselves at the firm to the public. It was a bit siloed. So, I think I could elevate the understanding of how the firm actually approached clients. I could also go out and tell of their services as a client from first hand experience. I chose them to be my law firm because I believed in their services, so I think that was of benefit to them.

I really didn't view my day job differently because it was part of what I was becoming. I was surrounded by advisors, friends and colleagues and everyone I met and interacted with was incredibly supportive of my vision. I had the distinct benefit of being in the right place, at the right time and by knowing the right people.

***What was the best training you received to prepare you as a business owner?***

Being around a lot of business owners in my former day job and understanding their needs, venture capital, and most importantly—how to set up your business and what can happen when you don't take the steps carefully and wisely. It helped me stop, think and prepare rather than just react. It was a



combination of schooling and professional experience that shaped my behavioral pattern for this methodology. That's hard for an entrepreneur because they have to react. It is counterintuitive to that free spirit of the typical entrepreneur. It might be a hindrance too, I don't know. But it works for me.

***How did you fund your business?***

I paid for some of the business in 2010 with personal investment, then we pursued financing and I did get an SBA loan. That was an interesting process, because a lot of people told me that I couldn't get funded. Even my financial advisors told me that I would probably have to go to friends and family first because the market was so tepid due to the recent crash. However, I went to six banks, and three of those I approached offered me funding. This company is the riskiest kind of company a bank can consider because there is no "THING" for capital collateral really; it's not a product, it exists in cyber world. Start-up tech companies are not banks' favorite things in which to invest, but I think I received funding because I did research and invested substantially in my company first. Banks found value in that and took a risk on a brand new company.

***Do you have employees?***

I currently have three 1099 employees and I'm hiring an intern this summer. I would entertain hiring employees if I could take care of them the right way and offer them real benefits. But I can't at this point because of all the taxes and additional costs in adding employees. I can't afford it at this particular point because it would not be the best way to invest the company's funds when there are other more fluid resource options.

***Do you miss the day job at all?***

I do miss the days when I rolled out of bed, went to an office for a few hours and paychecks rolled in, but not too often. I usually have a glass of wine at those moments, reflect for a second and then everything is OK. It's just a perspective pause.

***They always say it is important to begin with the end in mind when starting a business. What is it that you ultimately want to do?***

Idealistically, I want to be a philanthropist. It has always been important to me to improve the world in which we live while we are here. No one gets out of here alive, so why not grow a business or a life and learn how to effectively give away one's assets to make the world a better place before we exit? The ability to give away assets thoughtfully in order to expand and improve the ideas of others and make the world a better place is powerful. I hope I get the chance to do that one day. ☹

**Summary: What I learned from Crystal**

- Filling an unmet need for a business idea: check.
- "Trust but verify."
- Be a "mentor sponge."
- Her tipping point to leave the day job was when the amount of hours needed to launch the company exceeded the hours outside of her day job.

- Most interesting perspective: Crystal became not only an employee of her day job, but also a client. Being in both roles may lend itself well to the law firm environment specifically; however, if you can figure out how to be a client of your day job, that will bring you extra perspective useful to your employer when starting a business.

## ***Ryan Murphy - Evoluggage, LLC***

*Ryan Murphy is an inventor and musician from Los Angeles, CA. He grew up in the Midwest and attended Purdue University, where he studied Mechanical Engineering graduating with highest distinction. While at Purdue, Ryan was teamed up with another engineering classmate to solve the endemic problem associated with children developing back issues due to carrying heavy backpacks. It was in this design course in 2001 where he and his business partner invented the concept of a backpack you can ride, calling it the “scooter backpack.” After graduating, Ryan accepted a position with an aerospace engineering company in Los Angeles. The L.A. area also enabled him to feed his growing interest as a singer/songwriter. In 2009, while working as an engineer and sharpening his craft, he and his partner formed Evoluggage ([www.evoluggage.com](http://www.evoluggage.com)), with the goal of commercializing the scooter backpack (on Twitter @scooterbackpack), which is now the primary product offered by their company. A year after forming the business, he resigned from his full-time day job of 5 years to not only pursue Evoluggage, but also his work in and passion for music. He’s currently the front man in a Los Angeles-based band called Eightoclock Holiday ([www.eightoclockholiday.com/](http://www.eightoclockholiday.com/)).*

***Please discuss what your business is and why you started it.***

With Evoluggage, it basically all started with my business partner applying for a patent on an invention he and I came up with at Purdue. We were both trained as engineers, but just out of school he took a job as a patent researcher in Washington, D.C. This breathed new life into a concept we created at Purdue in 2001. It all really started with an experiment to see how to go through the patent process, but this “experiment” eventually propelled the idea of a combination scooter backpack forward in a big way. By 2007, we were awarded our first patent and a few months after that he contacted me and the two other inventors from our class saying he would start looking at commercializing the idea via a license. At that point, we were focused on getting it licensed and earning royalties on the idea. We pitched it to backpack, scooter and luggage companies, but in the noise of all that the last two guys dropped off their direct involvement with the project, making my partner and I the remaining contributors. In October, 2008, I was still employed full-time, and around 2009 we started heavily into prototyping scooter backpacks and making cold calls to licensors. During that time, we were also developing a web presence to see if we could create a buzz and see if it stuck.

We had applied to invention competitions and considered write-ups in blogs, but a new chapter started when we were invited to Kansas City in 2009 for an invention competition and entrepreneur event at the Kaufmann Center. At this event, we found we were very widely accepted and there was a lot of excitement around the scooter backpack idea, even gaining some local news airtime and newspaper coverage. But the big step in the Kansas City event for me was that we got to meet with other entrepreneur-inventors. We had a great idea, but we were far away from developing the product and the business. Most of the people in the competition had already quit their full-time day jobs and had dedicated most everything, if not everything, to their ideas. A lot of them had experienced some huge losses in their day, but were still going at it knowing that success was just one broken dream away. It was really inspiring to see the passion and drive required to succeed and that impacted me greatly.

Despite our lack of experience and sweat equity at the time of the competition, something truly unexpected happened at its conclusion: Scooter Backpack was declared top finalist in the competition!

We saw this as a very positive sign that we were on the right track with what we had been doing up to that point. And that was our tipping point. We saw a need, people were behind it, and there was nothing else like it. We basically had found an opening in the market and we thought we had to go for it. But I was in a band, working a full-time job as an engineer, and now I began to spend my weekends and weeknights focused on the next steps towards business development.

Then, it all kind of happened at once. In September, 2009, the company I was at required furloughs. That gave me a week to reflect on what I was going to do with the economy being what it was and really see the true fragility of a “normal” career. I was doing well at the day job, moving up and developing good relationships, but I saw I could put all this work in, sacrifice my time and then see it all go away in a heartbeat. Security just wasn’t there. That’s when I sat down and talked to my wife and asked her if we should just go all in and take the risk. I gave myself some time to reflect.

There were two questions I was asking myself at that time: 1. Was I willing to fail? and 2. Was I willing to never quit? I know they sound like two contradictory things, but really it came down to whether or not I was willing to fall off the horse and get back on it. After some soul searching, I said, “yes.” Eighteen months ago, I left that job. While the grass is always greener on the other side, it takes awhile to build something and I’m pleased with the way things have been going. We just made our first scooter backpack sale a couple of months ago and things look very promising.

***Why did you start your business? Are you trying to patch income, supplement income, feed a passion that is lacking in your day job, or some combination thereof?***

It was primarily to see a dream of mine come to fruition. I always wanted to utilize my creativity, plant the seed, and watch it grow. My passion before my business partner came to me was music. I am a singer/songwriter and in Los Angeles developing that craft. I had dreams of leaving my day job to just be creative and get perspective on the world unmitigated. The scooter backpack gave me another leg to that dream in a nontraditional career path. I didn’t create a business for the money side of it. It was more for financial independence some day, especially now that I’ve discovered the fragility of the career. For me, I started my business to provide personal satisfaction and creativity.

***Did you or do you have entrepreneurial mentors in your life?***

I don’t think I grew up with entrepreneurs around me. My parents weren’t business owners, but my dad was an engineer and he created several patents during his career, so I saw the engineering creativity growing up. My mom was a musician and wrote songs, so that’s where I probably learned my passion for music on the other side of the brain. I was more engulfed in creativity as a child. Both my parents were self-starters, and a lot of skills you need to be a successful entrepreneur were then instilled. No one owned a shop though. I’m the first in my family circle who took the leap.

***How long did you contemplate starting your business before actually starting it on the side?***

It was always there. Whenever I saw a kid riding around on a scooter, it pulled at me. We came up with the idea in 2001, and when we were awarded the patent, I realized I had to carve a new cubby hole in my life so we could make a difference.

***How has the partnership gone, especially with a partner who lives across the country from you?***

Obviously, that is the biggest challenge. We have to plot out when we can get together. We use Google chat and gadgets on the side to get face to face talk, but despite these challenges our working relationship is strong for two big reasons: First, we're so very different from each other and we compliment each other. What is a hole for me, he can fill, and vice versa. I'm more of an open-minded, yet passion-driven, perfectionist whereas he's more the solid and factual guy that usually knows exactly what he wants. So, at the end of the day we balance each other out pretty well. The second reason our relationship is strong is that we just believe in this with our whole hearts, and we're willing to do whatever it takes to get things done. As a team we are very hard working and industrious. We both push each other and don't buckle. It's been an amazing working relationship. We make each other better. We gave up a little equity along the way for capital in the business, but we are still equal partners.

***How did you approach your full-time day job employer about starting a business?***

I worked as a full-time employee for about a year while starting up the business. The day job knew I was in a band and had a creative side, but they did not know about the backpack business. I was discreet when I had to duck out for a meeting or make cold calls during my lunch hour. It came to a head when we went to that invention competition in Kansas City. I told co-workers, and by the end of that year when I said it was time for me to resign because I needed to pursue the business, they were 100% behind it. They hated to see me go, but they didn't blame me for wanting to try. You have to create your own luck! I'm still in contact with them and it was a positive affirmation. Was it a sticky point about them being in the dark about it? Not really. But when the final approach came, they were totally cool with it.

***Ok, so you're married, you're in a band, and you're now running this business full-time. How do you deal with balance in your life?***

Honestly, I've read a lot of books about this as I think it can be a big issue sometimes. When you have several projects going, there is no equal balance at any one point in time. For example, when I first resigned, we had a recording opportunity with the band. I had to devote 100% of my time to that effort for a month or two. Then, I went to Indianapolis for a test build for the scooter backpack and devoted myself to that full-time. Later in the year, I took two weeks off to enjoy a vacation with my wife. Work hard, play hard. So, the work on different projects and balancing that with the personal life comes in chunks for me, and the idea is when you spread it out over time, it ends up equaling out. When it comes to personal time, it is a very tough thing to tackle. You can't expect to succeed at risky endeavors and get a 50/50 balance all the time. You have to have a longer term perspective on all the projects, make everyone in your life aware of them, and involve friends and family whenever you can. That is definitely tricky.

One other thing relative to your camp: you have to have a support group in your life who will help you weather the uncertain times. Not only financially, but keeping the whole boat floating. My wife and I met at Purdue. She works at a beauty product manufacturer as an engineer and she's back in school working on her MBA. She's working, going to school and supporting the entrepreneur. We want to do something great and carve out a different life, even own a house in Los Angeles. While we don't own that house yet, we are headed in that direction. We support each other, and that's really important relative to balance.

***How does the band manage itself?***

We do our own management and promotion. As far as contacting venues, we have some promoters who help us, but the lion's share of that is falling on our shoulders and I would say that's entrepreneurial as well. We had to get a budget and money to get into the studio and then market the CD and get gigs. We hunt down our own opportunities for getting music placed in television and other venues. Interestingly, the things I learn from the business and the band work hand in hand. Going out there on your own gives you many skills applicable to entrepreneurship; mainly, it gives you the courage and confidence to at least say 'yes.'

***What other characteristics must a successful part-time entrepreneur have?***

A big thing for anyone to succeed: you must be optimistic to a fault. You have to keep a positive attitude about it, because there are a lot of bad things that come up along the way. You have to always keep a positive outlook in that we are going to succeed—reinforce that. You are also your own biggest critic. Silence the critic and keep a positive attitude.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

Move slowly and steadily when working as a part-time entrepreneur. I would caution that while in this phase the grass is always greener on the other side. Allow yourself some time to plan out your business idea. Give yourself at least four months for planning before you do something drastic like quitting your full-time job. You can do the up front work easily while you still have a day job in order for your business to ultimately succeed. In the intervening months between somewhat recently and when I quit my job, I could still have my full-time job, but it was a psychological shift I had to make. There is a psychological adjustment you must make when leaving your day job and becoming a full-time entrepreneur. That is why it is key to move slowly.

I would also recommend visiting a small business development center. I found this out late in the game. I should have gone in early and told them I had a full-time day job and was in planning mode. I would recommend getting a mentor involved too before you leave your day job so they can help you plan out the steps. The end goal is that at a certain point though you'll have to cut bait and move forward with it. Keep asking yourself, is this something you'd be willing to change careers for and take some risk? So, 1. proceed with caution, but 2. be prepared to know when you're going to make that call.

### ***Do you miss engineering at all?***

Unfortunately or fortunately, I really didn't get away from it. I'm now designing products and still acting as an engineer with the business. I'm still coming up with creative, innovative solutions for design and production when talking to suppliers. That's a strong point for my business partner and me. We both have engineering training and we can still wear that hat. It came from our college education. If it wouldn't have been for that class at Purdue, we wouldn't have been teamed up. Without each other we wouldn't have been able to take this on.

### ***If you had to start another business, what have you learned that you might do differently – either about yourself, or about how to run a business in general?***

Besides everything? (Laughing.) Like I said, I definitely would have consulted some more mentors BEFORE I quit my job rather than after. Regrets otherwise? As far as the business, we had a set product vision in mind and we had to learn to shift our paradigms along the way. If we had more of an open design space we'd been able to move to the next step quicker. For example, we hired a design firm for creating the engineering package, but we gave them too tight of constraints, which led to months of work down the drain. We needed to be more flexible.

### ***Would you ever consider going back to a full-time day job now?***

Honestly? It would be hard to go back to something I didn't have a 50/50 stake in. It would be really tough having a boss again. At this point, any new idea I'm going to build into something bigger would need to be mine. I could see myself maybe as an independent contractor working for another company, helping them create their business or help them plan their business. But the 9-5 in an engineering role? It's almost as if Pandora's box has been opened, and it would be tough to plug back in. I'm more of a conductor now. ☹

### **Summary: What I learned from Ryan**

- Ask yourself (if you haven't yet started a business), if you're willing to fail. Ask as well if you're never willing to quit.
- You have to create your own luck.
- Work hard, play hard.
- If you're lucky enough to take entrepreneurship and design classes in college, take them seriously. You never know where you'll end up with them.
- Be optimistic to a fault with your business. Keep a positive attitude.
- Once you are your own boss, Pandora's box has been opened.

## ***Lora McCurry - Wax It! Spa, LLC***

*Lora McCurry grew up in Vincennes, Indiana, along with nine siblings. She ironically married an only child, who she met while he was attending college in her hometown. She moved to Georgia for a brief period to attend cosmetology school. She raised her four children (ranging in age from 5-17 years) and then went back to work three years ago. Subsequent to her return to the workforce, she always considered entrepreneurship. She left her day job in April, 2011 to pursue her business full time, and developed her business 6 months prior to leaving her day job. She now lives in Indiana, and has plans to open her second store soon.*

***Please discuss why you started your business, and what your business is?***

I got into waxing professionally by accident. I started this business because I always had the idea that I could do anything I put my mind to, and I'm definitely the type of person who will try anything once. If you truly set your mind to doing something, you can do it. I didn't have a ton of capital to start my waxing business either, but I made it happen. The biggest trend that I personally saw in waxing was that there were not many places in the Indianapolis market that just did waxing. I paid for the service myself, and had to drive to another side of town to have the service done. Now it is a popular thing to do for those forty and under and those who don't want to shave. Waxing lasts longer and changes the hair, so I figured if the service was lower cost and more readily available, more people would do it. People don't like hair. I've always been a girly girl, so we do spray tanning and lash extensions too. I knew if it was priced right, people would come...and they have!

***What was the personal motive for starting your business? Are you trying to patch income, supplement income, feed a passion that was lacking in your day job, or some combination thereof?***

For me, starting a business really wasn't for financial reasons. It was just that I always knew I could do something big, and I tried it. While waxing isn't saving the world, there was something in me that thought it was a good idea to start. Since I've opened, my contractor and my broker now want to go into business with me on my next waxing salon. Honestly? I don't need their help. I can do it on my own. I thought having a reasonably priced waxing salon was a good idea, but if I never tried it, I'd never know.

***Did you have entrepreneurial mentors in your life?***

No. I was raised to grow up, get married and be a wife, which is something I will never teach my daughters. My parents didn't stress education, either. I always wanted to be successful in my own right. When I was growing up it wasn't a big deal to be successful, but I knew there was more for me; I had higher expectations for myself.

***How long did you contemplate starting your business before actually starting it on the side?***

I thought about it for a couple of years. I love to pick people's minds, so I did a lot of picking for several years before I started the business seriously. I don't have one certain person that was a role model to me, but I did and do ask a lot of questions of people in the business world. Learning is so much fun! Permits,



rules, laws—it was amazing to learn so much from so many people while planning and starting this business.

***How did you approach your full-time day job employer about starting a business?***

I had thought about it for a while. In the meantime, the place where I was working full-time wasn't doing well financially. So, I saved some money and was approved for loans, and then I told them what I was going to do. They actually let me stay! So, I stayed until my business officially opened. The day job's main business was hair, so I wasn't really a direct competition for their business. But, they probably kept me because I was a good worker, and I stayed there for two and a half years. They have subsequently closed. But when I told my coworkers at the time I was going to start my own business, some people thought I was crazy. Others told me to go for it, so I did!

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

I would say first, definitely make sure you have your finances lined up. There were a lot of unexpected costs starting my business. Next time I'll be so much better prepared. Secondly, plan it out. Think how you're going to open your business. Plan!

Ask a lot of questions. If I didn't know how to do something, I went to someone who did. Anything in the world of beauty I can do. But the legal and accounting for a business I had to learn from people who knew what they were doing. I found people who did know what they were talking about, and that was the best thing I ever did for my business. And I've found awesome people. Get awesome advisers around you; they can teach you how to run your business. I honestly lived a pretty sheltered life prior to starting my business. During the building of my business, I was really lucky and surprised to find that there were so many good people in this world, who were really willing to help. There were bad people too, but I've found so much good in becoming a business owner.

***What about balance in your life, as a wife, mother of four children, and now a business owner?***

Let's face it—it is hardest for the woman in the relationship to find balance. My husband goes off to work and doesn't think about the kids. So, I have a room at the back of the spa (the two youngest girls are now 10 and 5) and they love hanging out in their room at work. We have a computer, books for them, and even their bikes. Owning the business gives me the freedom to make work flexible. For example, I didn't go in to work until this afternoon, because I wanted to spend some time with my kids. It is hectic, but I love it. I'm glad I stayed home for so many years to raise my children. But because of how I was raised, I'm proud of myself for working hard now and building this business from scratch. My husband isn't involved in the business at all.

***If you had to start another business, what have you learned that you might do differently – either about yourself, or about how to run a business in general?***

I learned that I'm too nice. And, I learned that I should check things out more thoroughly. I didn't check out my landlord. I learned that things cost more than you think. There are hidden costs all over the place.

Also, it is critical to find good people to work with. I would definitely use the same people over again—my lawyer, my accountant and my contractor. I really found wonderful people and wouldn't change any of them.

***What was the best training you received to prepare you as a business owner? (Other biz owners, classes, your family, etc.?)***

I didn't go to college and get a great education, but I love to people watch and investigate how other people think. I'm great with people and open, and a combination of all of these led me to doing a good job at what I do.

***Do you miss the regularity of a day job? Any regrets in leaving?***

No. Not really. Honestly, the first few weeks we were open I didn't get a paycheck. The money goes right back into the business—employees, payroll, product, etc. But no, not at all. It's better financially than I ever would have thought this early into it. The first week I was open I did some radio advertising. My major competitor sent me flowers. I loved that. I've been open since April 25<sup>th</sup>, 2011.

***What about instilling the entrepreneurial spirit in your own kids?***

Yes, I am absolutely sharing that with them. I told them they could do anything they wanted to do. I didn't go to college, but I still make decisions to try things, and they can too. When you put your mind to it, you can do anything you want to do, regardless of your upbringing, or what people think you can do. ☘

### **Summary: What I learned from Lora**

- Don't worry about being nice. I think women really struggle with this in business. But as Winston Churchill said, "You have enemies? Good. That means you've stood up for something, sometime in your life."
- You don't need a college degree to be an entrepreneur. (I know what you're thinking, it's...odd for me to say this. However, if you look at a lot of the uber-successful entrepreneurs in this country, many of them never went to college or even finished college.)
- "I was raised to grow up, get married and be a wife, which is something I will never teach my daughters. ...I had higher expectations for myself." Ladies—we've come a long way, but we still have a long way to go. There is certainly nothing wrong with raising a family. However, we should be embracing the widening variety of things we can do—both personally and professionally now in the U.S., including entrepreneurship.

## ***Henry Kurkowski - eWireless.com, OneWifi.com***

*Henry Kurkowski is one of the founding partners of eWireless, an Indianapolis-based Technology Company, which develops strategies using WiFi and other wireless technologies combined with internet marketing methods to advance economic development for businesses and communities. He's also a co-founder of OneWifi.com, a managed Hotspot company founded in 2009, which operates public WiFi Hotspots for chain and service centers. In 2010, OneWifi.com went national with the product and now has customers from New York to California. As a community minded person, Henry volunteers his personal time serving on committees with a number of Indianapolis non-profit organizations and serves as the President of the Board of Trustees for Dance Kaleidoscope.*

***You've been out as a full-time entrepreneur for eight years now. Please discuss why you started your first business, and what your businesses are currently.***

My entrepreneurial streak comes from a really strong work ethic. My mother comes from a very poor village in the Philippines, where you had to work very hard just to get food on the table. My father was a first generation Polish American, and in our house, if you didn't have at least two jobs, you were a bum. After chores, there was an after school job for me too.

I don't think I could ever have a "real" 9-5 job. I think it would be frustrating to work harder but not see an immediate response from my actions like I see happen in many day jobs. That's why I loved bartending, because I could earn more by being more entertaining and working harder than others, which gave me immediate results in tips. That is the same impetus behind being an entrepreneur.

The idea for my company, eWireless, stemmed from having a great technology and application that no one else was doing at the time when I started it. Being ahead of our time with the idea really made me want to see where the idea would eventually go and I really wanted to be part of a new industry. At the time I started the company, I was doing commercial finance and flew back and forth between Florida and Indiana. I eventually moved full-time to Indianapolis in 2003. I still kept clients in Ft. Lauderdale and used the sale of my condo in Ft. Lauderdale to fund the company and live off of while I launched the business.

That's my drive for entrepreneurship: the harder I work, the luckier I become. I wanted to be able to see a reward for that hard work. When you're an entrepreneur you can clearly see the benefits of your hard work, but you might not see that in a 9-5 job where you can be passed up for promotions and raises or even fired due to downsizing. A personality trait (or flaw) of mine is that I see patterns very well. I easily see when things are being done less efficiently than they could be done. It's hard for me to go into a job in a restaurant (or anywhere) and not try and take a leadership position and make things better than they were in the past. Sometimes that steps on toes and people don't always appreciate it. I'm not good at being told what to do either, especially if I see a more efficient or better way of doing something.

***Did you or do you have entrepreneurial mentors in your life?***

I had some mentors that I worked for in New York. They owned a bunch of restaurants and nightclubs and had one central office. I promoted nightclubs for them. I took over some of their clubs for weekends,

then eventually the rest of the week. Watching them go in and create new club concepts, promotions and ads was a great place to learn about entrepreneurship. Quite frankly, it was also fun as hell - creating something from nothing and watching people enjoy that creation. It was just fun! It's like being on a stage and getting applause from the crowd.

***How did you approach your full-time day job employer about starting a business, or did you hold down a full-time day job on top of starting your business, and if so, for how long?***

When I was doing commercial finance, I was also waiting tables at a fine dining restaurant. My initial entrepreneurial idea was to get my mortgage broker's license and buy and sell real estate to flip properties for profit on my own. One of my regular customers was a very successful commercial broker and he would come in daily and spent over \$200K per year in the restaurant where I worked. I told him about my plans so, he said, "Why don't you hang your license in my house and you can do what you need to do and work for me too?" I agreed, but as soon as that happened there was immediate indignation on the restaurant's part. This was because they knew who I was going to be working with and they immediately messed up my hours to make it difficult for me.

It didn't take long for me to give notice, because the prejudice was instant and blatant. I really struggled with that, because other people in the restaurant had second jobs and they did not get this type of treatment. I had always been a hard working and conscientious employee for the company so their reaction to the situation really upset me. I think that there was jealousy at some point from the managers because of who I was going to work for at the time. From their viewpoint I had an opportunity present itself to me that would potentially move me on to bigger and better places and they did not have that. They knew that they wanted to do more professionally, but they weren't. So I ended up doing commercial finance for a while and moved to Indiana. I was still able to conduct business on my own terms, which was a blessing. It all worked out in the end.

***What was the main tipping point or trigger for you to let your day job go?***

The situation above was the tipping point for me. I was one of their best people, but all of a sudden, when I went to work I was given all the bad sections of the restaurant. These were the "bad" sections that were reserved for waiters who would come in late or were new. After I started working the other job I was regularly put in PP alley (the area of the restaurant by the restrooms) and the only time guests sat there was if they had no reservation and the entire restaurant was already full. If you're in PP alley as a waiter, you won't see your first table until 9 PM. And consistently they would put me in that section after I started working for the other company. It was so frustrating to me that my income was so completely in someone else's hands that I was done working for them. On a normal night working in the better sections of the restaurant, I would walk out with \$200 in tips, but when placed in PP alley, I was down to \$30-60 per night. Simply cutting my hours would have been a way to mess with me if that is all that they wanted to do, but this was more vindictive than that. This was making me work, but making sure I would not make any money. If I needed that money to make my mortgage payment or car payment that week I would have been in trouble. I realized that I didn't want someone else to have that much control over my income anymore, and at that point I was done.

***If you had to do it all over again, would you have left your day job at the same time, earlier (sooner) or later than you actually did, and why?***

I think that I probably would have kept my mouth shut about what I was doing on the side and made sure I built as big a cash reserve not only to live off of, but also to help fund what I was doing on the side. I would have played it smarter and held down the day job and banked as much money as I could. Once they knew who I was working for during my off hours it became a pure conflict for me to try to do both.

***What advice would you give to a full-time employee who is contemplating part-time entrepreneurship?***

I would say to think about what your end game will be and just realize that you will need one in your plan. At some point, you'll have to quit the day job or quit the company you're creating. You can't do both forever. You can end up running yourself ragged chasing something if you have not clearly defined what that "something" is going to be for you. Think of your exit strategy. Everyone wants to have the best little bookstore or coffee shop, but do you see yourself doing that for twenty years? Or are you creating something to sell off once you have gotten the company to a certain size? If you know what your end game is going to be, that will help you to develop and manage your road map. The road map will guide you to the various goals you want to reach while you attempt to work at both the day job and the something else on the side. If you try to do both for too long without clear goals set, at some point you're going to get angry with one of them. The amount of time and energy it takes to try to do both for too long will eventually eat into your personal life. Before you get to that point where you hate part of your life, you need to plan an exit strategy.

***If you had to start another business, what have you learned that you might do differently – either about yourself, or about how to run a business in general?***

I learned several things. First, that it is best to do a niche market with your business. The more you define your product or service to a specific group, the better. I had taken on some partners at one point in my business, and all of the sudden I looked one day at the company and realized that we were trying to be everything to everyone. That wasn't good and it wasn't profitable. Most of what we were doing had nothing to do with the core business of wireless. I learned it is important to keep sight of your goals and your focus clear on your core product or service. The more refined the better because it helps your sales people be clear on what the company does.

Second, regarding a partnership: they can be a huge benefit for an emerging company. Business partners can bring years of knowledge to the table that will help you grow your business much faster than if you tried to go it alone. I have a saying on my twitter page: the early bird gets the worm, but the second mouse gets the cheese. I want to learn from people who have been there and done that. Who have already made the mistakes that I may have made without their guidance. However, you have to be protective during partnerships too. Just make sure that who does what in the partnership is clearly defined in the partnership agreement and that you're getting back what you put into it in terms of your money, time and resources.

Last but not least, have a fantastic website. A strong website is key in this day and age because it is the first impression of your company for many potential customers. When I receive an email, I always look at the person's email address and the company they are working for to gauge the potential of the connection. Think about how you want your company to be seen by the world and work with your web designers on creating that image. Don't skimp on this!

***So, can the full-time day jobbers really live happily ever after by transitioning to full-time entrepreneurship?***

Absolutely. It has given me the freedom to do what I want and grow as an individual and as a leader. I'm now also president of the board of trustees for a not for profit in Indianapolis called Dance Kaleidoscope. I'm doing stuff now that when I was living in New York and Florida I couldn't even dream of doing. Being a full-time entrepreneur gives me flexibility (predominantly in time) that allows me to get involved in other groups and give back and live in a better place or community because of that work. Don't get me wrong, there were lots of lean times that I had because of starting the business, and there were times where fights would ensue because of it. But honestly, even after all the mistakes I've made, the lessons I learned from those experiences make me and our company better today.

One of the things you have to watch out for is burnout. If you're working two full-time jobs you can easily get burned out. Make sure you have an outlet for your stress. Always try to keep a calm head and have a means to manage and relieve your stress because you'll have a lot of it. But it is some of the best stress you'll ever have! ☘

#### **Summary: What I learned from Henry**

- The harder you work, the luckier you get.
- If the fact that your income is dependent upon someone else is upsetting to you, that is a good sign you should consider starting a business.
- Begin with the end in mind. What is your end game? Do you want to be a full time entrepreneur, or keep both throughout your professional career?
- Niche your business.
- "...the early bird gets the worm, but the second mouse gets the cheese."

## **Part Two: Technical Support**

## **Finances:**

### ***Peter Dunn - Advanced Planning Solutions, Pete the Planner, Green Olive Books, Robotowear***

*Peter released his first book, What Your Dad Never Taught You About Budgeting, in 2006 and is the host of the popular radio show Skills Your Dad Never Taught You on News Talk 1430 (WXNT) Indianapolis. He was also the mastermind behind 24 Hour News 8's Emmy Nominated 60 Days to Change and appears regularly on Fox News, Fox Business, and numerous nationally syndicated radio programs. His second book, 60 Days to Change: A Daily How To Guide With Actionable Tips to Improve Your Financial Life was released in December of 2009. Peter was named one of "Indy's Best and Brightest" in finance in 2007 and media in 2009 by KPMG and was declared one of NUVO magazine's "30 under 30 to Watch in the Arts" for comedy (back when he was young and funny). When not wrapped up in writing or dabbling in broadcasting, Pete the Planner enjoys cooking and spending time with his wife, Sarah, and his daughter, Olive. Pete has been on his own full-time as an entrepreneur for nearly a decade. You can find him at [www.petetheplanner.com](http://www.petetheplanner.com).*

***As a financial advisor and guru, if one of your clients with a full-time day job is contemplating starting a business on the side, how do you advise him/her to properly save and/or prepare financially to start his business?***

It really depends upon the industry and type of business they are starting. A lot of businesses can be inventory heavy, which would require different financial preparation. Even when starting a new brand as a solo service provider, there is a lot of overhead involved with start-up that people neglect to consider. So I take them through running a business and what it really costs, and make sure they consider stuff people normally forget—like business insurance, real marketing costs, and what it honestly costs to build and maintain a decent website.

***Is there a better time in one's life to start a business?***

Everyone points to the 'you've got nothing to lose' phase in your life, which might be ideal; that is, when you're in your early twenties without a lot of dependents. However, if it is a really good idea and something you are personally passionate about, there's never a bad time. But, the flip side of that is that there's never a good time for a bad idea.

***So how does a budding entrepreneur know if she has a good idea?***

Every entrepreneur has to have a circle of friends who are truthful. I have friends who tell me if one of my ideas is terrible, and I don't hate them for it. I welcome the honest feedback. The feedback for the young entrepreneur or start-up entrepreneur is absolutely vital.

***How much savings should the budding entrepreneur have in reserve before starting a side business?***

I really like to see at least 6 months set off to the side for living expenses before they do anything outside of the day job. I absolutely cringe when I hear the stories about people who start a business by maxing out their credit cards. You only hear the 1% of businesses who succeed by doing that, which



resonates with the media. What you don't hear are the 99% of people who start a business on a credit card and it fails miserably. Then they are stuck with a mountain of credit card debt, no business, and their old income. I'm not a fan of it. I know sometimes it is necessary, but it shouldn't be the first plan.

***Would you advise people differently if the goal was to leave the day job and become a full-time entrepreneur VS. KEEPING his or her day job ON TOP OF owning a business?***

I am a big fan of keeping your day job—because when you start your business on the side, it forces you to be a better manager of both your time and your money. You can leverage your income from the full-time day job to start your part-time business. I personally have four businesses I started, all funded by my day gigs. It forces me to cut out waste and have a budget.

Some people want to continue a lavish lifestyle, but that's unrealistic. You have to get dirty, cut back and become responsible. Not a lot of people are willing to let that go. Here's the perfect example: I have a buddy who left a high paying job where he was basically underutilized and overpaid. He left to start a business on his own, and he suddenly become over worked and under paid. Starting a business inevitably brings that in the short term. I'm certainly not trying to be a pessimist here, but it's just going to happen for the start-up entrepreneur. I can think of two specific examples of businesses I personally started up that failed because I was negatively affected by the dollar signs in my eyes. It was a revenue-generating model for one business and it failed. Another business I own was supposed to be an ATM for me. I quickly realized it was not. The energy I put into it was wasted, when I in fact should have been channeling the energy into it to make it a better business, rather than just generate cash for me.

***Can we talk about failure for a minute? How are you with failure, being a serial entrepreneur?***

Failure doesn't bother me too much. It's a life long series of failing events that have left me better off now. Being a 5'9" quarterback in the past on a team with a record of 1-8 is the perfect example of how I got good with failure. In getting comfortable with failure, it also helps to be an idea machine. If you only have one idea and it fails, then you're out of ideas. But if you have 100 ideas, there are still 99 left if one fails. The essential spirit of the entrepreneur is someone who constantly thinks of what's next and what can be. You can't just have one idea; it has to be a series or a constellation of ideas evolving around one topic.

***What's the biggest challenge you see your clients facing who are full-time employees and part-time entrepreneurs? What's the wall look like that people of this ilk are running into?***

I would say it is general frustration in being a business owner. The business is going to get frustrating eventually. When you make your financial struggles someone else's, that is a real wake up call. I am rarely a fan of the friends and family round of financing for a business. Family, money and failure really don't mix well. One of our chief charges in life is to not make our financial struggles someone else's financial struggles, which is a bigger issue than mere entrepreneurship. If we could get everyone to be financially independent, we could get rid of entitlement programs and awkward family loans.

## ***AwkwardFamilyLoans.com: crowdsourcing at its worst!***

Definitely! I must check and see if that domain is available!\* (\*And yes, during this interview, Pete actually does ascertain that the domain is available and purchases it. During the editing of this interview, Pete sets up the site. Go check it out and share your story!)

I think also entrepreneurs if they come from a good family also have the challenge of the business loan turning into the unspoken future gift. That's awkward as hell and any successful entrepreneur can't or should not accept the gift paradigm. You should WANT to pay back your investors; if nothing else, it is a great source of personal pride.

### ***What other pitfalls (besides just mere finances) do you warn your entrepreneurial clients about?***

Confidence is a good replacement for a lot of skills. I don't really know how one easily builds confidence, but I do know that it is all about delivery. If you're talking about your product, idea, business, or seeking funding, you need to be cautious and aware of the confidence you exude around others.

Ultimately, people will succeed if they take something they are good at as an idea, and it happens to also be what they are personally passionate about. If you channel those two ideas together—passion and skill—you're golden. I can't imagine starting a new business I didn't care about. People have day jobs that aren't successful because they have no personal passion invested in them. I think the brilliant thing about being an entrepreneur is that you get the opportunity to give yourself permission to be the best at whatever it is that you're doing because it combines your skills and passions.

Lastly, I can't emphasize enough that funding and your family for your business is not a good backup plan. If you can eliminate those rounds of funding, you'll be ahead of the curve. ☘

### **Summary: What I learned from Pete**

- Don't borrow money from your family for your business. (Awkward, anyone?)
- Don't use credit cards to fund your business.
- Have at least 6 months of savings for living when starting your business.
- Having a full time day job and a part time business forces you to be, "a better manager of both your time and your money."
- "You have to get dirty, cut back and become responsible."
- "Confidence is a good replacement for a lot of skills."

## **Coaching:**

### ***Lorin Beller Blake - Big Fish Nation***

*Lorin Beller Blake is an author, entrepreneur, speaker, coach and inspirer. Lorin, an entrepreneur since she was laid off from her first job in her early twenties, owned a number of businesses, one of which she grew to a 3 million dollar firm, then sold it. Currently, she is owner of Big Fish Nation: A business and professional development firm designed for women business owners. Lorin and company integrate hard-core business skills with a spiritual approach to success. Lorin has authored two books. She speaks for women entrepreneur groups nationally and internationally and always brings a fresh, spunky and inspiring message. She is on Facebook at: Lorin Beller Blake and Big Fish Nation, Twitter: @LorinB and @BigFishNation, and on LinkedIn: Lorin Beller Blake.*

***As a coach of business owners, if one of your clients with a full-time day job is contemplating starting a business on the side, how do you advise her to get her head in the right place to start planning?***

One of the things I see people do all the time is think they need to dump the day job quickly. I think that's a mistake. The job is a vehicle to the business. How are they utilizing the job to grow the business for as long as they can? Also, look at what they are making from the job in terms of salary and benefits, and usually, I get them to think about having the same amount of money come out of the business or a percentage that they can live off of before quitting the day job. Don't quit the day job until you reach that goal. Often times they jumped ship too early, and it's a disaster. Enjoy the process, have fun and leave when the company is healthy, rather than leaving when your own company is stressed.

***Is there a right time frame or dollar figure to achieve before leaving?***

For me personally it was a goal of one year. I wanted to have X amount of dollars and business was generating Y dollars, and when that happened, I decided I would leave my day job. I met that goal and left my day job.

***What is the number one barrier or reservation people have to starting a business that you see as a coach?***

I think it is how they do both the day job and the side business. They struggle with not knowing if they'll have enough capacity to do both. How can you really divide up your day to have a very specific job time and work time and dedicate yourself to both? For me, the day job was 7 AM until 1 PM, with no lunch, then I left and was fully committed to my own business during the afternoons. One other thing I coach people struggling with is their focus on the behind the scenes stuff rather than selling and finding some clients to get some gigs. Go do the sales!

***Is there a better time in one's life to start a business?***

No, there's no perfect time, but now! There's no perfect time. It's like having a baby – there is no perfect time – it all is and isn't.

***So how does a budding entrepreneur know if she has a good idea?***

I find if they are struggling with sales, the idea might not be right. But it could also be an excuse not to sell. It is about passion. Are they passionate about what they are talking about? That's important. I do listen for that – it is a really important piece.

***Would you advise people differently if the goal was to leave the day job and become a full-time entrepreneur VS. KEEPING his or her day job ON TOP OF owning a business?***

I think it is slightly different. It depends upon what the end goal is; one has a little more finite goals around the process, and the other is more about enjoying the journey. They BOTH need to be enjoying the journey. Why leave a day job you love to run a business you're stressed about? On the other hand, I want to be sure the people doing both are having fun. It's less about the money for them; it's not a pressing experience. It is instead about building a business, identifying what they want, and build the impact or niches in the world with their businesses. So, it is different with the end game being different.

***Can we talk about failure for a minute? How do you coach entrepreneurs to get good with failure?***

They have to! They will. It is not an option. They will fail all the time. It's instead about noticing the failure and finding the silver lining within the failure. Some get more comfortable than others, but it is part of the package, or as Mr. Griswold (Chevy Chase) says, "It's all a part of the experience!" Failure is all part of the experience.

***What's the biggest challenge you see your clients facing who are full-time employees and part-time entrepreneurs? What's the wall look like that people of this ilk are running into?***

Two things, predominantly: 1. The balance of how to do both and 2. Consistency with the business. It's a challenge to keep them persistent and keep the goal alive. Those are the challenges. I don't see much burnout, because they have passion for what they are doing. But, I'm not just coaching around the business, they're building in a balanced lifestyle overall. We work on that at the beginning, minimizing the burnout potential.

***Women business owners, in particular, struggle to find the right resources for their businesses. How do you advise them generally to get the funding and capital they need to start a business and more importantly, sustain it?***

I'd like to speak to this because I have a different perspective. In this climate, (not economy), we just need to go to work. Get the business started. It is not about capital. It instead is about building sales and clients. I just had lunch with a woman who sold her business and has money to invest in her new business and a year in to it realized it was a mistake. She invested a ton of money into her new business and realized she just needed clients. And, I just think we back off on the scary thing (sales) and try to get capital instead of sales—so we really just need to get good at sales.

### ***So, how does one get good at sales?***

Get a coach! Reflect on the process with the coach, the skills and the follow up and what that looks like, and keep the process tight. It is absolutely critical to get a coach for sales success. The only way to get good at it is to practice. Just do it!

### ***What other pitfalls do you warn your entrepreneurial clients about?***

Balance, sales, and knowing when to begin to delegate and when to keep the process to yourself. Delegate, but delegate when you can and when you have revenue to do so; sometimes we delegate too early.

### ***How do you advise entrepreneurs seek out and find the right coach for themselves?***

I think there's a fine balance between being truly supportive and someone to push you to be your best self. That perfect balance is the best coach for each of us. Structure in your world helps a ton. For example, when I had a full-time day job and a part-time business, I had a calendar for work and a calendar for myself. I literally switched gears to leave the job and go work for me. It was a very structured, organized way of keep myself moving forward every day. I was really focused on sales, and that is why I met that goal of leaving in a year. It was critical to have that structure. I had a 2 PM, 3:30 PM and 5 PM sales appointment. Then I would work on proposals at night, and then they could think about them the next day and then follow up the next week. It was very tight and disciplined.

### ***What was your day job, and did your day job benefit from your entrepreneurial endeavor?***

I helped build a facility for 300 workers in wellness. They did benefit because I was super efficient. I was 100% present when I was there. I gave them my full attention for six hours a day. It is important to note here that everything is negotiable. In other words, I could have made that a full-time job, but instead I asked them if I could work six hours per day but treat me as full-time. You have to ask about options.

I have another example with one of my clients. My client was in a massage practice. She was there forever and never thought her boss was going to let her change her schedule. She wanted to cut back to thirty hours per week. So we worked on her asking to go from 40 hours down to 30, keep the same goals at work and not change her salary and benefits. The boss said yes! So, she could dedicate more time with her practice and keep all her same goals at work.

We forget to ask. We think that there's only one answer: no. But, they may say yes! ☹

### **Summary: What I learned from Lorin**

- Don't dump the day job too quickly.
- Set goals. Have deadlines.
- Sell.
- "Go do the sales!"

- Failure is all part of the experience.
- Go to work.

## **Legal Issues:**

### ***Kenan L. Farrell, Esq. - KLF Legal***

*Kenan Farrell advises clients on a range of intellectual property issues, including copyright, trademark, trade secret, patent, and privacy issues, as they relate to technology, new media and the arts. He has provided legal services to businesses and non-profits in international and domestic transactions, as well as litigation and litigation avoidance counsel in state and federal matters. In the fall of 2011, Kenan is teaching a newly created course, Art & Museum Law, at his alma mater, Indiana University School of Law – Indianapolis. Even when he's not on the clock, he's working to improve the Midwest arts scene. He provides pro bono services to several arts nonprofits, including a youth theatre and a rock camp for girls. He also serves as vice president of the Indianapolis Downtown Artists and Dealers Association (IDADA) and is on the board of directors of the Kurt Vonnegut Memorial Library. Kenan is a frequent speaker on social media issues. You can find him online as KLFLegal.*

***Disclaimer: While Kenan is a licensed attorney in the state of Indiana and his clients are in some cases full-time employees and part-time entrepreneurs, his advice might not work for your particular situation. Every situation is different. This interview should not be a substitute for individualized legal advice from a licensed attorney in the jurisdiction or state(s) in which you live and work. The purpose of this interview is to merely think through the possibility of working full-time as an employee and starting a part-time business on the side as an entrepreneur and potentially avoiding icky legal quagmires. An ounce of prevention is worth a pound of cure. Seriously: hire. A. Lawyer if you want to do this right!***

***You were at a large firm, then decided to go out on your own and start your own firm. Why?***

As with most big career decisions, I considered several factors. First, my law firm wanted me to become a full-time patent attorney, which wasn't the type of work I was interested in doing long-term. Second, the type of clients I wanted to work with, creative entrepreneurs, aren't always adequately served by the "big firm" business model. More often than not, I'm working with people with big ideas and amazing work ethic, but little funding, making a long-term investment in my clients essential. That sort of long-term investment is difficult to pull off when you have a skyscraper, secretary and a football stadium suite to pay for on a monthly basis. Third, I think success in modern life demands flexibility that doesn't always go hand-in-hand with the traditional "big firm" setting. Finally, I just had my own entrepreneurial urges that needed to be satisfied.

***Someone who is contemplating starting a business with a full-time day job may never have had the need to hire a lawyer until now. How would you suggest he or she go about finding one? What questions should he or she be asking?***

First, find out if the lawyer has a history of working with similar businesses. Many legal issues will be the same for any business (entity formation, employee agreements, trademarks, etc.) but it's helpful if you can identify a lawyer who has some understanding of your industry (industry norms, the major players, special terminology, etc.). A lawyer who has focused on corporate mergers & acquisitions may have a brilliant business mind but they might not be the best fit for an early-stage small business.

If possible, pick a lawyer with a wide network. The old adage “It’s not what you know, it’s who you know,” is still true in many regards in the business and legal world. A lawyer who charges more but can solve your problems with a quick phone call is often better than a lawyer who charges less but needs to work several different channels to find a resolution. That being said, you want an attorney who will give you special attention, not one that considers you “just another client.”

Perhaps most importantly, pick a lawyer you enjoy working with. More likely than not, this is going to be a life-long (or at least as long as your business continues) relationship. Of course, as with any service provider, find out how much it’s going to cost. There are all sorts of ways to structure legal fees so find something that works for both you and the attorney (and don’t forget that they have families to feed as well).

***As a legal advisor, if one of your clients with a full-time day job is contemplating starting a business on the side, but hasn’t yet, how do you advise her to properly think through getting started?***

First, be sure you’re not violating any policy of your full-time employer. Read your employment agreement or employee handbook and look for noncompete/moonlighting policies. Talk to your boss or human resources department about whether a side business is permitted. The best-case scenario is you get written confirmation (email is okay) that no conflict exists.

Once you have the green light, it’s time to plan your business. Write your business plan, set up separate bank accounts, form a LLC (or appropriate business structure), do all of the things that a successful business must do. It’s nice to have these initial tasks taken care of before you go public with your product or service, as you’ll have plenty to do at that point. There are tons of resources available online, with the Small Business Administration website a great starting point (<http://www.sba.gov>).

***Let’s flip the question—that is, we had at least one entrepreneur in the book who interviewed for his day job and told them straight up he was already doing work as an entrepreneur on the side. Any advice for this crowd of entrepreneur?***

I think it’s best to deal with these issues up front so that all parties’ expectations will be aligned. Be prepared to explain to the employer why you’ll be a better fit for their needs than the other applicants who might only be working one job. A great starting point is all those additional skill sets you’ve acquired as an entrepreneur (accounting, marketing, client relations, etc.). An entrepreneur may also provide access to a new market that the full-time employer doesn’t currently serve. Every company needs a fresh dose of entrepreneurial spirit now and then.

***We’ve found through this project that Plan Cers (people with a full-time day job and part-time business of their own on the side) walk two different paths: one path is ultimately full-time entrepreneurship, and the other is keeping the day job forever and doing entrepreneurship on the side forever as well. Would you advise people differently if the goal was to leave the day job and become a full-time entrepreneur VS. KEEPING his or her day job ON TOP OF owning a business?***

No, I’d provide roughly the same advice. If you’ve set up your side business correctly, it will be ready to succeed. How much it succeeds will likely depend on whether the entrepreneur is part-time or full-time,



but a solid foundation will support both paths to success. Of course, you'll need to revisit your budget if there's only one revenue stream and make sure it can support your desired lifestyle.

***What's the biggest challenge you see your clients facing who are full-time employees and part-time entrepreneurs? What's the wall look like that people of this ilk are running into?***

Time.

The full-time employer appropriately expects their employees' full attention and energy when on the clock. With the advent of home computing and smartphones, "on the clock" can often stretch beyond normal 9-5 business hours. If careful limits aren't instituted, this may leave very little time to run a part-time business. Additionally, "part-time" has a way of stretching itself into something more as there's always more that can be done with a new business, whether that means more product or service development, extra marketing, or just catching up on paperwork.

***Intellectual Property is a tricky area for creative people with more than one job, let alone a part-time entrepreneur. How can Plan Cers keep the line bright between their day job work and their part-time entrepreneurship work?***

This is critical to consider. The most important thing to know here is that intellectual property (copyright, trademark, patent) rights developed by you for your part-time business can be considered owned by your full-time employer if certain precautions aren't taken.

Generally, a company or institution is deemed the legal "author" and hence the owner of works created or authored by its employees while acting within the scope of their employment. The issue of whether the work was created by the employee within the scope of her employment is not always easy to determine. Again, as the workplace expands beyond 9-5 hours, the scope of an employee's employment responsibilities becomes more uncertain. The scope of employment determination is made on a case-by-case basis by considering several factors, including whether the work was created during official hours, on company premises, using company equipment, with the aid of company support personnel, using information available to the employee as part of her employment and whether the content had any relationship to the employee's official projects. It is necessary to examine the employee's job description, the customary duties performed by an employee in that position, as well as any other work the particular employee usually performs for the company.

Being mindful of these factors, strive to keep a clear separation between your full-time work and your part-time business. Don't work on your own business while on the employer's dime or the employer may rightfully expect to own some part of that business.

***Any other parting advice?***

Good luck and have fun starting and running your own business. Entrepreneurship is a reward in itself, but I also hope everyone finds tidy profits and a flexible, enjoyable lifestyle. I believe that entrepreneurship is the business model most likely to reward creative entrepreneurs and thus promote innovation and creativity. If running your own business is something you've even considered, go for it.

Know that running a successful business isn't magic but it is hard work. Don't be afraid to ask for help. I'm sure some of the entrepreneurs mentioned in this book would be happy to share advice. ☞

**Summary: What I learned from Kenan**

- Clearly understand what your responsibilities are to your day job.
- Make sure you fully understand how your intellectual property is owned in your work responsibilities. Who owns it? You, or the company?
- Kenan didn't say this, but I'm going to, again: hire. A. Lawyer! Treat them like your life long business partner, because they will be. You will need a good lawyer on your side, especially if you own a business and have intellectual property in your business (copyright, trademark and potentially even patent issues).

## What I Learned From This Project

I learned several things from this project. First off, I have nothing but the utmost respect for the people who are trying to rock both the day job and the part-time (which we all know is really a full-time) business. It's really hard, but I am appreciative of the people who were willing to share their stories in this collection of what the future of career development looks like in this country. Secondly, through their uplifting, positive yet real stories, I know that doing both can be done, and done successfully! Lastly, I was encouraged by the fact that employers (in particular, more creative employers) actually saw the value of the Plan Cers to their own businesses.

If you are lucky enough to have a day job right now, please start thinking about a sustainable career in the future—by creating your own business on the side. I personally believe this is the future of successful work in this country. We've created some communities online for you to join us in working through the issues relative to Plan Cers: on Facebook (Plan C The Book), LinkedIn Groups (Plan C The Book), and on Twitter: @yuspie/PlanC. There are many different ways to do it, as you can see from this book; no one way is best. The important things are to: 1. Be honest with your employer, and 2. Be honest with yourself. Know your limits, but also know that doing both can be done.

Lastly, don't go it alone. There are a lot of resources out there to help you. Find mentors, coaches, and utilize organizations like SCORE, SBA and other resources to help you keep moving forward with your business plans. I have loved doing both roles, and look forward to watching you do both in the future as well! I'm here to give you hope—you can do this. Really. If I can do it, and the people in this book can do it, you can do it too.

Finally, of all the traits I've seen in successful entrepreneurs, the most important trait is knowing that they don't know everything. Said another way: the best entrepreneurs are life long learners. They constantly try and learn from others, read, and constantly assimilate the ideas and thoughts from books and others who are more successful. That being said, here are some of my favorite books in business over the past decades, and if you haven't read them, I would highly encourage you to do so. They have helped me tremendously as a business owner. Regardless of whether or not you read the following specific list of books, I think just picking up a book—ANY book—is a great way to get started on your journey to entrepreneurship and becoming a better version of you.

### **Other Great Business Books to Read:**

- *Drive*, Dan Pink – Any and all of Dan Pink's books are great, because he talks a lot about what literally drives those who are tremendously successful in the workplace: intrinsic motivation. With this powerful energy, we can make nearly anything possible. Without it, and just using the carrot and stick approach in the workplace, we're asking for a big heaping dose of mediocrity. Read his work to illicit from within yourself what motivates YOU, and use that as a generator for your business ideas and entrepreneurial side projects. He also started talking about a **Free Agent Nation** a long time ago, so he's also a trend hunter in my book.
- *Purple Cow*, Seth Godin – When I give my “intro to entrepreneurship” lecture to pharmacy students, I show them a picture of a purple cow, and ask if anyone has read this book (or for that

matter, ANY book) by Seth Godin. Then I explain the concept of identifying and articulating what each individual's personal unique brand or proposition is to bring to the table as the "purple cow" that each student must own as part of their own brand. Then I tell them if they don't know what their purple cows are, to read Seth's book. We all need to identify what our purple cow or uniqueness is so that we can not only share it with the universe, but more importantly, differentiate us from the herd. What makes each of us unique? That's the energy that Seth challenges me to think about each and every time I read one of his books, including his latest which also rocked, *Poke the Box*.

- ***Who's Got Your Back?*** Keith Ferrazzi – This is a great book, because it takes some of the mystique around the process of good mentoring. So many times, people ask other people to be their mentors, but they never really get to a good mentor-mentee relationship, or they don't maximize it. This book is great because it shows real examples of mentoring at its finest. I gave this book to many of my own mentors, and they loved it as well, because it keeps the idea of mentoring relationships real. He also wrote *Never Eat Alone*, another great book reminding us about the power of networking and relationships.
- ***Delivering Happiness: A Path to Profits, Passion, and Purpose***, Tony Hsieh – This is the story of Zappos.com. But it's also the story of Tony Hsieh, and what lessons he learned along the way thus far in his life—about himself, about his philosophy on entrepreneurship, and about when one should change it up. From failure (in the form of worm farms) to success (selling Zappos to Amazon), Tony boils it all down to one thing: happiness. Read it.
- ***How To Win Friends and Influence People***, Dale Carnegie – a classic. Everyone has heard of this book, but I've read it—several times. Each time I read it, I gain something new. This book is a must read for everyone and anyone who wants to get into entrepreneurship, or for that matter, get anything done!
- ***Dig Your Well Before You're Thirsty***, Harvey Mackay – another classic on networking. It basically talks about the techniques around building your network. The art of networking is a skill that can be learned (even by introverts like me), and it is a super important skill, because social capital is just like money in the bank—you need to save it for a rainy day. I like a lot of the great networkers like Harvey's philosophy as well—in that we should give 100% and expect nothing at all in return. Eventually, it may or may not pay off to help others. But one thing I've learned through my own journey of networking: you'll get far more rewards in helping others than they gain in the end. I actually get giddy now when I can help others and expect absolutely nothing in return. That is an awesome experience, and Harvey knows the secret to the power of networking.
- ***Hybrid Entrepreneurship: How the Middle Class Can Beat the Slow Economy, Earn Extra Income, and Reclaim the American Dream***, Felicia Joy – if you're still not convinced after reading this book that you should start a business on the side, or even if you ARE convinced, read Felicia's book, because she talks more about the nuts and bolts around juggling both the day job and the part time business on the side in her book.

- ***The Education of Millionaires: It's Not What You Think and It's Not Too Late***, Michael Ellsberg – What I'm about to say might not be popular, but I personally do not think everyone has to go to college. Ellsberg's book also looks at a lot of successful people in the world and guess what? They didn't always go to college or finish college either. One of my favorite sections in the book discusses the differences between the "employee mindset" and the "entrepreneurial mindset." Read it to unearth the differences.

Resources on discovering the best version of you:

- ***Strengthsfinder 2.0***, Tom Rath – This is an outstanding book, because it discusses one of my favorite subjects of all time: Y-O-U! When you purchase a copy of the book, you also receive an online quiz to unearth your top 5 strengths. As I always tell my students, it is YOUR job to know you better than anyone else, and this book helps you reveal your own strengths...and your story. Knowing your strengths helps you find out what you're passionate about as well. If you can't rattle off your top 5 strengths in 30 seconds or less, I would highly recommend this book. (BTW: I'm futuristic, a maximizer, and my other 3 strengths are ideation, intellection, and input. Bam.)
- **The Values Card Sort** – This really isn't a book, but an activity. Just Google "Values Card Sort" and you should find a list of printable cards where you literally print them out, cut them up, and sort them in terms of priority of your own personal values most and least important to you. This activity I find very handy when trying to understand what it is that I personally value, and helps me match it up to possible work—be it my own gigs as an entrepreneur, collaborative projects inside and outside of my day job, and day jobs as well. If your own values don't match what it is your doing with most of your waking hours, there's a better way! By understanding what it is that you value, you can better judge whether or not a project or a company is right for you.

Keep reading, keep dreaming, and go for it! I wish you the best of success out there, in this rapidly changing world and economy. Congratulations on taking your next step to securing a bright new future in a very shaky time. The challenge: the way of work in our world is changing. The good news: you can now go design not only a living, but also a life. Hybrid career development in my opinion is the future, and you have the ability to own, seize and conquer that trend in your very own way. Others in this book are doing it, and so can you.

Get to it, and rock on.

## Other Books By The Author

### ***Single. Women. Entrepreneurs.***

First Edition: IBJ Books, Mar. 2011, ISBN: 978-1-9349-2240-8

Second (Digital Only) Edition: Yuspie, LLC, Oct. 2011, ISBN-13: 978-1-4566-0549-0

The number of unmarried adult women actually outnumbers the number of married women for the first time in US history, according to the Population Reference Bureau, in October, 2010. Women are now earning more, going to college and graduate schools more, and finding ways to become more independent. Also, according to the Kauffman Foundation, single, divorced and widowed women start more businesses as entrepreneurs than men in their respective categories. This book interviews 30 single women entrepreneurs throughout the US to discern why they started their original businesses, what the perceived advantages and disadvantages are for the single woman entrepreneur, what they each learned from the experience, and what advice they have for the next generation of women solopreneurs. Follow this amazing tribe of women at the book's facebook page or LinkedIn group.

### ***Indianapolis: A Young Professional's Guide***

First Edition: AuthorHouse, 2008, ISBN: 978-1-4343-6161-5

Second Edition: AuthorHouse, 2010, ISBN: 978-1-4490-9530-7

This is the definitive guide to the city of Indianapolis for the young professional—whether new to the city, moving to Indianapolis, or just trying to find better ways to connect to the city. Written by a young professional for other young professional, the second edition of this guide not only includes over 40 categories of information for the young professional, but also includes 40 interviews with young professionals, or professionals who have “been there, and done that” relative to this great city. Follow Yuspie, LLC at: @yuspie on twitter, or on facebook.

### ***The Life Science Lawyer***

AuthorHouse, 2009, ISBN: 978-1-4389-1502-9

Healthcare and life sciences are increasingly complex. There are many global players in life sciences and healthcare—patients, governments, hospitals, managed care companies, pharmaceutical, biotechnology, and medical device companies and pharmacies are only a few. With the increasing complexity comes a higher demand for hybrid professionals who can translate both the science as well as the legal issues surrounding this complicated environment. This book compiles interviews and wisdom from over 30 hybrid law-life science professionals, by a pre-1L dedicated to finding out what makes the life science lawyer tick.

### ***Prescription To My Younger Self: What I Learned After Pharmacy School***

AuthorHouse, 2008, ISBN: 978-1-4343-6259-9

The current pharmacy doctorate curriculum is rigorous. Pharmacists must adopt a mantra of life long learning. In this book, students gave pharmacy leaders in academia, clinical practice, community practice, executive management, and government a simple assignment: write a letter to your- self from present day to yourself at graduation from pharmacy school discussing the major lessons you learned after pharmacy school about yourself and your profession. Student authors/editors from Butler University College of Pharmacy & Health Sciences include: Alisha Broberg, Jennell Colwell, Brad Koselke, and Annah Steckel. Their project mentor at Butler was Dr. Erin Albert.

### ***The Medical Science Liaison: An A to Z Guide***

First Edition: AuthorHouse, 2007, ISBN: 978-1-4343-3750-4

Second (Digital only) Edition: ebookit.com, 2011, ASIN: B005E8YX6A

The medical science liaison (MSL) role was recently reported as one of the best jobs over six figures for healthcare professionals within the pharmaceutical industry, yet is relatively unknown, even to the medical community. What is a MSL, and what do they do? In this first, comprehensive, must-have guide to the role, the functions of the role of the MSL are explored, along with interviews with several MSLs, those who work around them, and most importantly, the customers of the MSL, academic thought leaders. Every healthcare professional, whether a pharmacist, a PhD or MD, should learn more about one of the greatest jobs that blend business, technical and scientific acumen.

Dr. Albert has also written for Entrepreneur.com, Inside Indiana Business, SheTaxi.com, Singular City, Indiana GRAD Magazine, and the Indiana Small Business Development Center. For more information on the author, logon to: [www.ernalbert.com](http://www.ernalbert.com).