

# SURVIVAL

## Tips for the Full-Time Entrepreneur

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**Y**ou're scrolling down your Instagram timeline and see some of your favorite entrepreneurs living the life – on vacation, dressed in the hottest clothes, and taking pictures with the who's who. Meanwhile, you're covered in work, at home in your pajamas, and wondering when the freedom of entrepreneurship will kick in for you. Well, let me tell you, progress is a process. Don't limit your perspective only to what social media shows you.

To be a successful entrepreneur, you have to put in work. On this journey, you have to protect

yourself against “brand envy,” understanding that the most successful businesses and brands are years in the making. It's unfair to yourself to compare your day one to someone's

year ten. Everyone started at nothing.

So, how do you make it on this journey of entrepreneurship? Here are some survival tips to keep you on your “A”



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game no matter what level you're currently on:

### SET BOUNDARIES

When you're in the early stages of entrepreneurship, the tendency is to people please in order to make everyone happy, secure opportunities, and grow your business. That gets old fast as clients start texting you at odd hours, the lines of business and friendship get blurred, and people expect you to be available to them at every waking moment. Pretty soon, you're consumed by your work, and you don't have an identity outside of your business. Begin every relationship with clear

boundaries and expectations to maintain the health of the relationship over time and in light of necessary self-care!

### VALUE YOUR TIME

In order to protect your time, you have to value it. To those that aren't entrepreneurs, entrepreneurship is often viewed as unlimited free time to do whatever you want, without the realization that real work has to occur in order for dollars to come in. Set your goals, and evaluate every opportunity based on them. Before agreeing to meet with someone, whether in-person or virtually, ask the nature of the meeting. A 60-minute meeting can turn into a 4-hour task when you consider travel time, etc. Ask yourself: is this worth a workday?

### GET ORGANIZED

If you're not organized, you won't know how to leverage a team, even when they are standing right in front of you. Delegation requires that you have clear systems and processes that you can pass on to someone else as a standard for how work should be completed. Even if you're not in the team building stages yet, getting organized will help you to focus and prepare you for more.

### PRIORITIZE YOUR SPENDING

Unlike a 9 to 5, you have to work your way up to consistent income as an entrepreneur. While entrepreneurship has great income potential, sometimes you have really good months and other times, just okay months. I survived some of my rough seasons by making sure that there was food in the house, gas in the car, savings, and bills paid first. That way, even if you have to deny yourself a manicure or new pair of shoes

this week, you know that your furniture won't be on the lawn when you get home. Budgeting and priorities is the new cool.

### ENJOY EVERY LEVEL

We all have something that we are aiming for that we've not yet attained, but there are many lessons to be learned on every level. If you try to skip steps, you won't know the formula to sustainability. Living through the ups and downs of entrepreneurship will make your story that much more impactful. Breathe, and enjoy the journey.

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