



EPISODE 7 - JOANNA TEJEDA

Key Advice:

Do what you must to make your dream work. You don't have to know everything at the start because you CAN figure it out! Just make the effort to do it.

Advertising Tips:

Word of mouth is always crucial. Creating a good buzz about your business is the best way to kick start your advertising on a limited budget.

This can be applied to social media and person-to-person interactions.

Customer Service:

Success comes from putting yourself in other people's shoes. Think about the situation from your customer's standpoint as well as yours – this can lead to a happy resolution for everyone.

Future:

Keep trying to improve and change with the times. Assess your current situation and see where you can grow your business to make it better.

Your dream can be a struggle at times. It may not be easy, but it is worth it. Make it work!

My Notes:
