

START WHERE IT MATTERS MOST

Your soap business's success rests in your hands, no one else's. So, it makes sense that you are the first key to success!

While you didn't get to pick who you are (or aren't!), you do have the ability to change, adapt, and improve. To be successful, you must take stock of who you are, deploy your strengths, and manage, improve, or work with your weaknesses.

Q | What are your top three strengths that will make business a breeze?

Q | How can you use your strengths to your advantage?

Q | What are your worst three weaknesses that will trip you up?

Q | How will you prevent your weaknesses from blowing up your business?

To be the best version of yourself for your business, you must take care of yourself and own who

you are. Without you, your business can't flourish. Commit to doing right by you, your mental and physical health, and your personal life.

Set yourself up for success by setting work/life boundaries, rewarding yourself, leaning on others, and taking care of your personal needs (sleeping enough, eating well, having free-time, enjoying other creative hobbies, investing in relationships, etc.)

Q | How will you prevent burnout by taking care of yourself?

Don't forget: your biggest asset is your time, and most new soap business owners give it up freely, all the time. Protect it, cherish it, and manage it well.

LOOK TO THE FUTURE

Knowing what your future looks like and how it's different from others will prevent the impending doom of impostor syndrome. Plus, taking stock in your future will create a success path unique to you and your business.

Q | Define what success means to you and your business:

Q | What sets you and your business apart from the thousands of others out there?

Q | Who is the perfect customer for you?

Q | When will you start to see success in your business?

Q | Where will you focus to drive success?

Q | Why are you in business in the first place?

Q | How will you know you are on the right path to success?

YOUR HELPERS ALONG THE WAY

Throughout your business journey, you'll find plenty of helpers along the way. These supporting actors in your business may or may not be the same as anyone else's.

Helpers can largely be explained as anything in business that can increase your chance at success (and sometimes, ridiculously so) when done extremely well, but aren't necessarily a prerequisite for success. (Even if other folks will claim that they are necessary.)

Have other businesses been successful without them? Yup, there's no denying that. Does focusing on helpers almost always increase success rate? Oh, heck yes, they are so worth it.

You should decide how to prioritize and focus on helpers for your unique journey. As you add each helper to your business, you will either want to hire a pro or invest in learning. Once you have added a helper, you should create systems to help maintain it.

Q | What common helper is going to make the biggest impact in your business right now?

Check it off and then focus on that sucker.

- | | |
|---|--|
| <input type="checkbox"/> Alternative revenue | <input type="checkbox"/> Networking |
| <input type="checkbox"/> Brand development | <input type="checkbox"/> Outsourcing incidentals |
| <input type="checkbox"/> Coaching/consulting | <input type="checkbox"/> Paid advertising |
| <input type="checkbox"/> Content marketing | <input type="checkbox"/> Private label |
| <input type="checkbox"/> Contract manufacturing | <input type="checkbox"/> Retail / craft shows |
| <input type="checkbox"/> Copywriting | <input type="checkbox"/> Social media marketing |
| <input type="checkbox"/> Product photography | <input type="checkbox"/> Website development |
| <input type="checkbox"/> Email marketing | <input type="checkbox"/> Wholesale / trade shows |
| <input type="checkbox"/> Lead acquisition | <input type="checkbox"/> _____ |

Q | In the next month, I will _____ in my business by taking these actions:

SYSTEMS OF A WELL OILED MACHINE

Without systems, your soap business will constantly attempt to re-invent the wheel. Ain't nobody got time for that!

You might be able to hack systems from other small business owners, adapt established systems to work for you, or start fresh for a completely personal approach. Any task or process that reoccurs in your business should have a system. Here are some common examples of places where systems can save a ton of headache, tears, and sweat:

- » Financial management (bookkeeping/accounting/payroll)
- » Employee management (human resources, compensation)
- » Customer relationship management (customer service)
- » Product management (research & development, product line cohesion, profitability)
- » Order management (picking, packing, shipping/delivery, follow-up)
- » Sales and marketing (social media, email, blogging, advertising)
- » Inventory management (raw materials, finished product, production)
- » Priority management (goals, forecasting, time, incidentals/problems)

Every system requires maintenance and optimization, to ensure it meets your needs in business. To create your own system:

- Write down each step you make to complete a task.
- Audit the current steps for flaws, unnecessary actions, and inefficiencies.
- Optimize the flow of the system, & deploy resources to ease any burdens.
- Share the steps with others for feedback and suggestions.
- Publish the steps for reference and documentation.

Q | What areas of your business desperately need systems?

Focus your system development on these things first!

FURTHER READING

If you are new to the journey of being a small business owner, you might enjoy reading these articles on Modern Soapmaking:

- » [How to Know When You Are Ready to Start a Soap Company of Your Own](#)
- » [10 Things You Need to Know Before You Start a Soap Business](#)
- » [What You Need to Know Before Starting a Soap Company with a Partner](#)
- » [How To Choose The Best Name for Your Soap Business](#)
- » [The Latest Soap Design Techniques are Beautiful, But Are They Worth It?](#)
- » [If You Could Start Your Soap Business Over, What Would You Do Differently?](#)

If you are already on your way to soap business success, you might want to snag some helpers through these articles on Modern Soapmaking:

- » [What to Do When You Don't Feel Like Doing Anything](#)
- » [Why You Can't Do It All \(& How to Do What You Can\)](#)
- » [Six Ways to Prevent Burnout and Stress](#)
- » [How to Deal With Other People's Feedback and Opinions in Business](#)
- » [How to Kick Fear in the Face... Hardcore](#)
- » [The Reality of Mental Health Awareness as an Entrepreneur](#)

Here's to your success, rockstar! Now, get out there and take your next step.

In 2014, Kenna created Modern Soapmaking, as a helping hand to soap biz owners, after owning and operating two successful soap companies.

With over a decade of soapmaking experience, she passes on her knowledge through resources, eBooks, and workshops (which have collectively sold thousands of copies.)

She continues to nurture soapmakers through her website, resource library, consulting, social media, and industry events and publications.

When she's not living #soaplife, she can be found living in her converted school bus with her family of six (yup, four littles.) Her favorite things to do include snappin' photos, playing video games, rocking out to electronic music, chugging caffeine, and working at 3 am (when those kidlets are snoozing).

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