



FOUNDER

**40 TIPS FOR WOMEN ENTREPRENEURS ON
NETWORKING, FUNDRAISING, SALES,
MARKET RESEARCH & MINDSET**

FROM
DR. YVONNE THOMPSON DL CBE FKCL FRSA
AUTHOR, SPEAKER, CHAIRWOMAN & FOUNDER OF WINTRADE GLOBAL

Contents

03 Introduction

04 Fundraising
Fundamentals

08 Networking Northstar

10 Why Mindset Matters

13 Meet your market

08 Get Expert Training



INTRODUCTION

Our mission is to help businesswomen grow their skills, network and confidence to succeed globally. Through research and conversations with our over 1,000 members from 32 different countries, we have time and again received confirmation on the fact that there are still extreme challenges with finding funding, increasing confidence and growing quality networks for women entrepreneurs. Thus the following tips accompany our mini-series of free events on [June 18th & 25th at 11:30 BST - join us here](#)

INVESTING IN THE GLOBAL FUTURE
OF DIVERSE BUSINESSWOMEN

1

Fundraising for women entrepreneurs

One of the challenges that fundraising can pose for woman entrepreneurs is that they may not have as many established relationships with wealthy individuals or organizations as their male counterparts. In addition, women may be more likely to face gender bias when seeking funding, which can result in them receiving less money than their male counterparts. However, there are a number of ways to overcome these challenges. Woman entrepreneurs can build relationships with potential investors through networking and social media.

In addition, they can tell their story in a way that resonates with investors and demonstrates the impact they are making. By building strong relationships and telling their story effectively, woman entrepreneurs can overcome fundraising challenges and secure the funding they need to grow their businesses. Here are 10 tips to make your fundraising a more succesful experience:



1 Use a job search approach to your fundraising plan

As a founder, it is important to treat your fundraising preparation like a job search. Your business plan is your resume and your pitch is your interview. Just as you would research a potential employer, you should research the investors. Understand their investment profile and learn how they work. By taking the time to learn about the investors, you will be able to better assess whether they are a good fit for your company. In addition, by preparing for your pitch as if it were an interview, you will be able to put your best foot forward and make a strong impression. By following these tips, you will increase your chances of success when fundraising for your startup.

2 Use networking as your secret superpower for funding.

One of the most important things you can do is to build a strong network. Your network can provide you with vital connections to potential investors, customers, and mentors. Additionally, research organizations and firms that support women entrepreneurs. These resources can be invaluable as you navigate the fundraising process and grow your business. Some great examples include WinTrade Global, Golden Seeds, Astia, and the Female Founders Forum. Remember, always utilize your personal and professional networks to your advantage. It could be the key to taking your business to the next level.

3 ABP - Always Be Pitching

As a woman entrepreneur, fundraising is always top of mind. You need to be prepared to capitalize on any and all opportunities that come your way. That means networking, networking, networking. You never know when your potential investor is listening or speaking to someone who knows you. So prepare your approach and be ready to pitch at a moment's notice. Remember, you are the most important asset of your company. So always be selling -- investors, partners, future employees, etc. By being proactive and always pitching, you'll put yourself in the best position to succeed.

4 Find Feedback Fast

It's essential to ask for feedback in real-time, from any and all sources. This means not only from investors who have already said no, but also from your industry peers, customers, and prospects - gather some super honest people around you and listen to them (cheerleaders are great but straight talkers are even better). This research is essential for honing your pitch until it is perfect. And remember, every NO is a step in paying your dues until you get that big YES. So don't give up! Keep asking the right questions and use the feedback to refining your pitch until you've got it just right.

5 Every good pitch tells a story

When it comes to fundraising, one of the most important aspects is your pitch. This is your chance to tell the story of you and your business, and to connect with potential investors on an emotional level. In order to make the most of this opportunity, it's important to craft a pitch that is both engaging and compelling. It should give investors a reason to believe in your company, and make them want to be part of its future success. With a little effort, you can make sure that your pitch leaves a lasting impression - and helps you secure the funding you need to grow your business.

6 Mindset matters

You're not asking for charity; you're bringing them an opportunity. Reframe the idea of feeling bad for asking people for money to feeling generous that you're giving them an incredible opportunity to bring value to themselves and others.

Reframing how you're approaching the conversation will not only bring confidence to your pitch, but it will show the investors that you're giving them the chance to be a part of something great and worthwhile.

It's highly likely that you will often have to solicit money from potential investors. Instead of feeling embarrassed and frustrated about asking people for money, realize how generous you are. You are giving them the opportunity to invest, earn money, and get value for themselves and others. This mindset shift will create a more confident pitch to inspire and excite potential investors.

7 Double the money

No matter how much you plan and prepare, there will always be unforeseen challenges when launching a business. That's why it's so important to have a solid fundraising strategy in place. As a founder, you need to be prepared to weather any storm by raising additional capital. So be very realistic when planning and forecasting. Then double it.

This will help you deal with unexpected setbacks, contingencies and disasters: assume that some things will go wrong and be financially prepared. After all, it never looks good if you have to go back and ask for more capital too quickly after the first round. With a solid fundraising strategy in place, you can give your business the best chance of success.

8

Don't accept investment without careful consideration

Don't take money just anyone out of desperation. You might be super relieved to have the capital you need but find yourself waking up in bed with the devil. Don't forget, this isn't only about money...there is also a partnership which, just like dating, needs to be a good fit to be sustainable.

Understanding the expectations will help you build a trusting relationship with your investors. When your investor's core values align with yours, there are stronger foundations for a positive, lasting relationship between you and your investors.

9

Stick to your guns

Being flexible shouldn't mean you don't stick to your guns when it comes to your standards, values, and what you are willing to accept. There will be plenty of people trying to take advantage of you. But if you set reasonable, fair terms that you're confident in and stick to them, you'll be in a much better position. This is especially important for female entrepreneurs, who often face even more challenges when fundraising. So don't be afraid to stand your ground and demand the terms that you deserve. And ALWAYS read between the lines.

It's important to fundraise from a place of strength and confidence. As a female founder, you are already at a disadvantage in the fundraising world - so it's essential that you project an aura of strength and capability. Don't be afraid to ask for what you want. In fundraising, as in life, you won't get what you don't ask for. Be clear and direct in your asks, and don't be afraid to negotiate.

10

Master your MVP

Many investors are reluctant to back a woman-led business, so it is important to be prepared to make a strong case for your company. By understanding your MVP and the challenges you face as a woman entrepreneur, you can put yourself in a strong position to succeed.

It's true that one of your main goals is to bring your product to market as quickly as possible and start generating revenue. However, it's important to remember that the goal is to attract early adopters and investors who believe in your vision for the product, so carefully crafting your Minimum Viable Product is essential. With careful planning and execution, you can create a successful MVP that will help you take your business to the next level.

3

Networking for women entrepreneurs

Networking is one of the most valuable assets in your business, and yet many people use it as an add-on, when it should be central and the heart of your business.

When used in the right way you can build your network and increase your profits through the Network of Your Network.

When you network with purpose, poise and perfection you will soon see that this is the best way to build verified leads.

Use my 6 Degrees Of Separation method along with my infographic to help you network, faster, stronger and more successfully.

So when your networking is NOT working, refer our infographics to help you meet the right people, make the right decisions, and find the right leads through networking.



2

Networking for women entrepreneurs

DO'S

DON'TS

Use Kiplings 6 serving men to be strategic about which networking events are best for you.



Don't accept every event you are invited to.

Use your time wisely. Only accept to events that are on your strategic checklist.



Don't go to events without a strategic plan of how to get what you want to walk away with

If possible get the guestlist before you accept. Research the top 10 people you would want to meet that are attending and say "hello".



Don't shy away in a corner. Don't stand in a corner and wait for others to approach you.

Don't be afraid to join in... ask opened questions to get the conversation going. Find out what you can do for them before what they can do for you?



Don't be afraid to start opened ended questions that will help you to get to know a new contact.

Make sure you accomplish meeting everyone on your target list and or collect at least 10 card before leaving.



Don't be afraid to ask for contact details but be selective and ask for cards

Try to follow up with everyone within 48 hrs if not at least within a week - otherwise the contact may be lost.



Don't put this aside and think the opportunity will be there when you are ready. Hit it whilst ist hot!

Plan a meeting...and start your networking journey. Nurture your network to grow your net worth.



Don't hesitate. Don't forget Don't moss this opportunity

To grow your tribe
Join the WinTrade Global
FOUND YOU SUMMIT
28/29TH JUNE 2022



DON'T MISS THIS EVENT THAT WILL CHANGE THE TRAJECTORY OF YOUR BUSINESS. DON'T CLOSE THIS MESSAGE WITHOUT SAVING YOUR SEAT AT THIS TABLE



3

Mindset for women entrepreneurs

“Running a start-up is like chewing glass and staring into the abyss. After a while, you stop staring, but the glass chewing never ends”.

Elon Musk

Entrepreneurship is not for the faint of heart. However, with the right tools, it can be the most exhilarating experience of your life. Just like going to the gym, there are certain muscles that need to be trained in order create the resilience, confidence and self-belief needed as a women entrepreneur. In a world where you are often the only one in the room, you will need to a toolbox of mental and emotional strengthening solutions in order to stay the course and come out winning.

Here are a few suggestions to support you in being the excellent woman founder you know you are:



YOUR MINDSET DETERMINES YOUR SUCCESS**FIXED
MINDSET**

I already know it all

I give up easily

I ignore useful
feedback

I can't change how
smart I was born

I don't need to
practice

Mistakes and failure
are bad so I
avoid them

I'll never be good
at this

I avoid things that
require effort

**GROWTH
MINDSET**

I want to learn

I welcome and learn
from feedback

I learn from others

I can train my brain

I will keep trying

Mistakes are learning
opportunities

I can work hard to get
better at something

I want to be
challenged

SOME MINDSET FOOD FOR THOUGHT



Mindset is a mental framework, comprised of your thoughts, emotions, value system and behaviours.



C.A.L.M. stands for Clarity, accountability of goals, love, and motivation.



The two types of mindset, according to Carol Dweck, are fixed and growth.



A fixed mindset is characterized by the belief that your characteristics, intelligence, talents and other abilities are innate and unable to change.



A growth mindset is characterized by a flexible view of self and the world. It's the notion that skills can be learned and perfected over time.



Dilt's Logical Levels of Change are Environment, Behaviours, Capabilities, Values and Beliefs, Identity, Purpose



Positive self-talk is a characteristic of a growth mindset.



Your choice of words has impact on your mindset, mood and behaviour.



The word 'Yet' provides a path to the future, according to Carol Dweck.



The correct Mindset Formula is Thought + Emotion = Behaviour

4

Sales, Marketing & Market Research for women entrepreneurs

“Running a start-up is like chewing glass and staring into the abyss. After a while, you stop staring, but the glass chewing never ends”.

Elon Musk

Entrepreneurship is not for the faint of heart. However, with the right tools, it can be the most exhilarating experience of your life. Just like going to the gym, there are certain muscles that need to be trained in order create the resilience, confidence and self-belief needed as a women entrepreneur. In a world where you are often the only one in the room, you will need to a toolbox of mental and emotional strengthening solutions in order to stay the course and come out winning.

Here are a few suggestions to support you in being the excellent woman founder you know you are:



1

Why Women Founders cannot afford to avoid market research

Market research is crucial for the validation of startups and new businesses as well as for the innovation of existing products and services. Market research is often used in investor pitches which makes it vital for proving that you understand your market, you are solving a much-needed problem and can ensure success.

2

Avoid your data at your business's peril

Data and research have proven that the fastest and most effective way to rapidly improve economics and reduce the effects of climate change is to empower women and girls through financial support and education. By supporting women, who are vastly underrepresented in VC/fundraising, we are literally making the world a better place.

But investors want to understand what's in it for them, which is why your data analytics are crucial for providing proof that your idea has worked, will work and will be profitable.

3

Adopt a sales mindset

- Accept a hundred NOs as the payment for 1 Huge Success
- Prepare - you must be 100% convinced of the value you add if you want to be persuasive to potential customers
- Get training! If you are an entrepreneur, you are a salesperson. But the best salespeople don't sell...they demonstrate the value of the solutions they are providing to their customer's problems.
- Use market research to ensure that what you are selling is the best solution for the person you are trying to sell to - there is a customer for almost every product or service but they might not be the person in front of you.
- Build relationships - then you will be selling to friends or people who know, like and trust you.
- Focus on giving instead of getting but be sure to ask for what you are worth.

3

Stay up-to-date with social media for sales.

With non-stop algorithm changes and new platforms, services and solutions you MUST keep yourself in the loop - blink and you will miss what your competitors are doing to keep ahead of the crowd.

Found You

2-Day Online Summit

29th June 14:30-17:30 BST

30th June 14:30-17:30 BST

Strengthening Women's Business Foundations together



WINTRADE GLOBAL FOUNDER

Join us on 29th & 30th
June 2022 for the
FoundYou Online
Summit

Contact us to find out more about WinTrade Global

foundyou@wintradeglobal.com

