

Rising Tide Startups Podcast Listener Feedback Summary

Kate St. Hilaire – "The Bold and Introverted Entrepreneur"

2/6/18 Season 1, Episode 6



Obstacle 1 – How does one balance the biz side with the creative side of your business?

1. You are an excellent content creator. The space between your temples should be filled with creativity around your content. Offloading the business stuff will make your strengths even stronger.
2. The biggest way to overcome the lack of business knowledge is to find a mentor who has been there before.
3. Outsourcing can be your best friend, if you are at a place you can afford to do it and can find someone who can work consistently with your brand promise.

Obstacle 2 - How does one balance time in a solo startup?

1. Learn to identify which efforts related to social media have the greatest return on investment.
2. Triage your time based on your most important tasks for each day.
3. As the Admin of your own Facebook group, comment only on those posts that you believe have the greatest impact on your group and allow others to comment on the rest.

“Go With the FLO!”

“Research Before Investment!”

- Kate St. Hilaire

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