

We proudly help women take the leap into selfemployment, specialising in supporting midlife professional women to move into being self-employed as a contractor or freelancer. This resource has been created with you in mind.

MCN Consulting offers a comprehensive range of coaching









A positive mindset is a way of thinking that focuses on the bright side of life. It is keeping a resourceful stance, a constructive approach, an optimistic attitude and a healthy, happy outlook, especially during difficult times.

Face
Everything
And
Rise





A positive attitude does not guarantee everything will always go your way, but it will help you put career and business obstacles in perspective and continue moving forward with a determination to succeed.





To balance work-related stress, it's essential to recognise that while you can achieve a lot, you cannot do everything, so seeking support from friends and family is crucial. Regularly check in with yourself to assess your feelings and prioritise your well-being by saying no to non-essential tasks when overwhelmed. Additionally, celebrate your achievements and allow yourself grace on days when you're not at your best, honouring your needs is vital for longterm resilience.





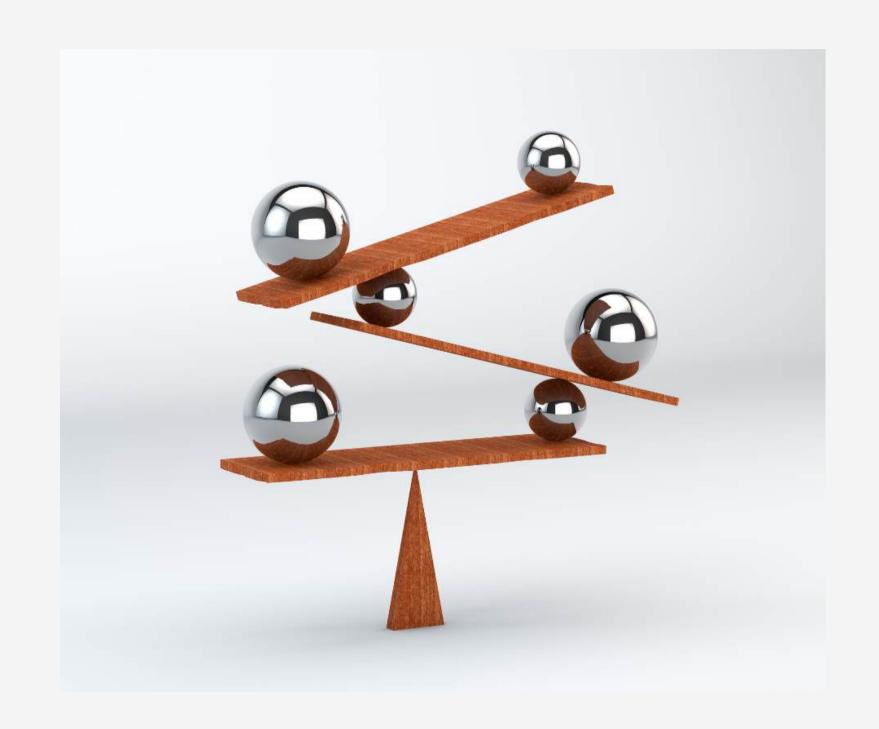
As a self-employed person, it can be really easy to overwork. Burnout is something you can avoid by knowing your limits and enforcing them. Once you start to burnout, it can often be really difficult to get yourself back to the 'safe zone'. If you plan out your day with a schedule, you'll be better equipped to tackle your tasks.





Practising gratitude both in business and in how you view the world, allows your mind to see things in a positive light. It decreases the probability of you focusing on things that negatively impact your life. This, in turn, will help you become mentally strong, confident, and have a higher self-esteem.





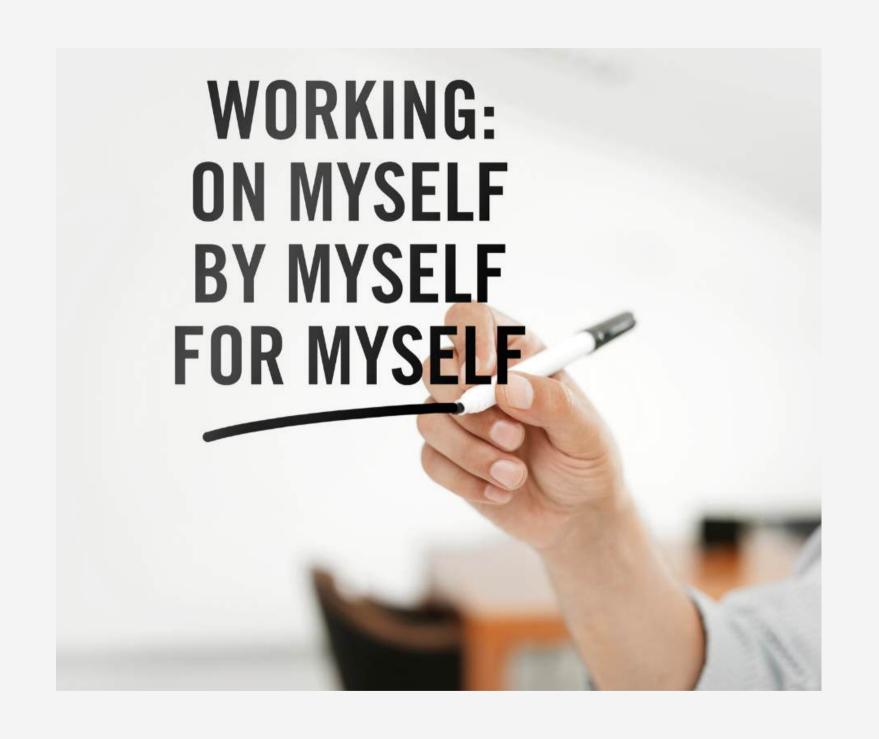
Managing yourself has a lot to do with goal setting and organisation, but it is equally to do with balancing your life. It is your job to figure out how you work best, where you work best and how to prioritise the things that are most important. If you get this right, success is inevitable.





Having a business mentor who has been through tough times and knows how to get through them can be an invaluable asset, especially during your inevitable business struggles. There is no need to get through difficult issues alone.





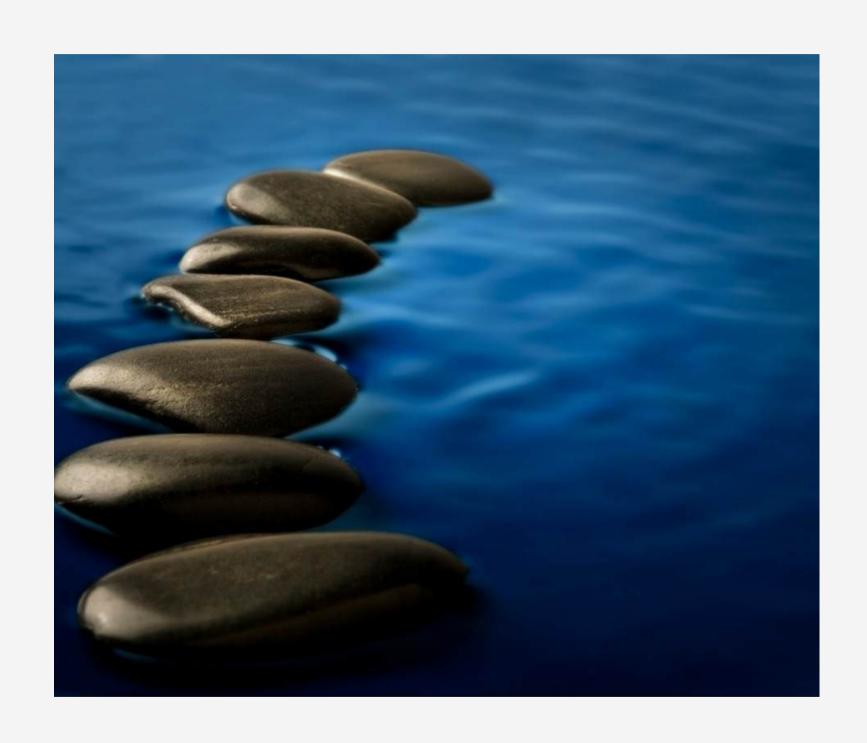
Self-employment can be a rewarding way to make a living. It takes persistence, dedication and resourcefulness to work for yourself and build a successful business. Most of all, YOU are in control, YOU set your work schedule, YOU choose your team, YOU determine your work environment, YOU set your goals, find your work-life balance and ultimately....create your own future.





Positive thinking doesn't mean that you ignore life's less pleasant situations.
Positive thinking just means that you approach unpleasantness in a more positive and productive way. You think the best is going to happen, not the worst.





Remember that business plan you made at the start? Before you change anything about your business, go back to your plan. Make sure there's a good reason for the change you're thinking about and consider all the possible consequences. Growth is good but growing too quickly isn't. It can lead to quality problems and rush jobs, which can cause you to lose customers and your reputation.



Can I Make Money Doing That?

10+ Self-employment Jobs to Make Money Today

Swirl every twist and turn can count

"All our dreams can come true if we have the courage to pursue them." ~Walt Disney. Quitting your full-time job can be scary. However, if you don't get fulfillment in your career, you can take a step of faith to pursue your entrepreneurial dream.





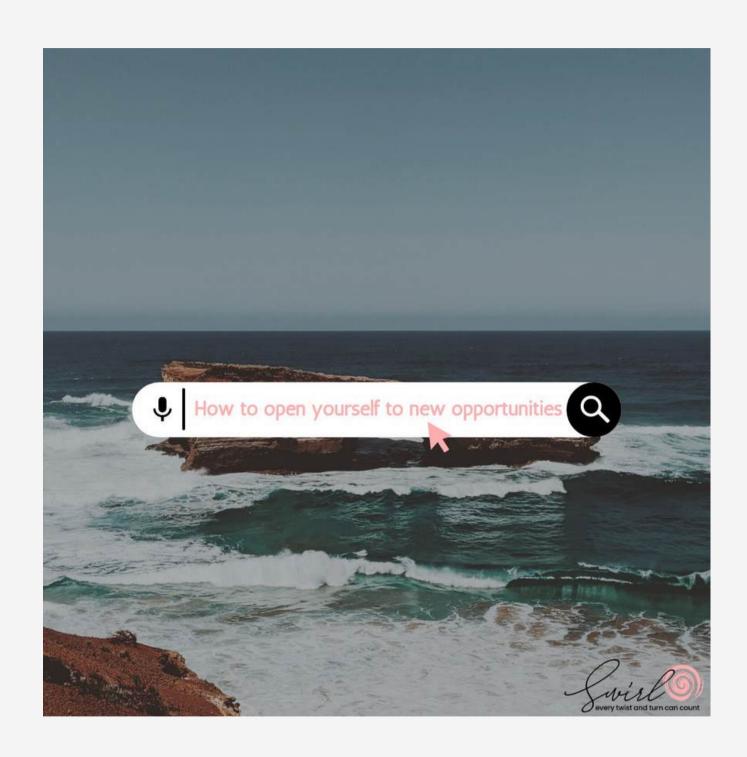
Are you afraid to start a business? Fear is a normal part of starting and growing a business.

Even the most confident people and successful entrepreneurs have fears.

- Fear of failure
- Imposter syndrome
- Fear of rejection
- Fear of lack of funds
- Fear of uncertainty and economic turmoil

They all make sense. If you think about all the errors & failures, you'll never begin. Identify what fear you're struggling with and find ways to overcome it.



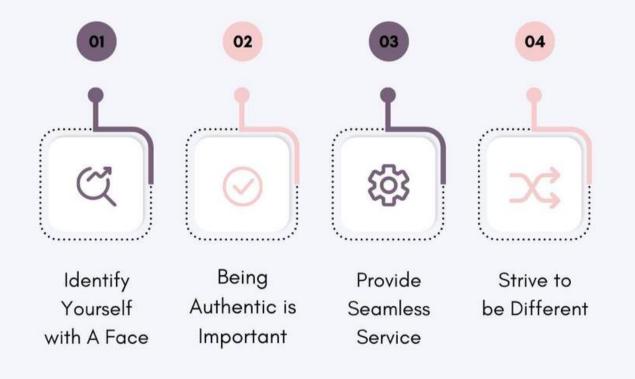


What comes into mind when you hear the word opportunity? An opportunity could have different meanings to different people. However you define it, one thing is for sure: an opportunity can completely change your life. Be ready to open yourself up to new possibilities.

You need to:

- -Get out of your comfort zone
- -Overcome the fear of failure and be ready to take risks
- -Be open-minded
- -Embrace change
- -Welcome new challenges
- -Be flexible & adaptable

4 Tips for Brand Identity





A brand identity is essential for helping customers recognise and remember your business, as it reflects the unique concept and values that set you apart. Effective branding not only creates a lasting impression but also conveys what customers can expect, building trust and distinguishing you from competitors.





Do not stop dreaming! It is these dreams that give you aspirations and motivation to work harder.





Struggling with time management? Time blocking can help by dividing your day into dedicated blocks for specific tasks, making it easier to stay focused and productive. Planning your day in advance boosts efficiency, a crucial skill for successfully running a business.





Have you set clear, well-defined goals for your business? Goals are an essential aspect of a successful business. They can help you focus, stay motivated and work towards your targets.

Tip: Goal setting should be an ongoing process-markets change, and so is the economy and sales.

How to avoid Burnout

- O1. Find the work-life balance
- O2. Define your goals
- 03. Manage your time
- 04. Reach out for support
- O5. Delegate some duties
- 06. Practise self-care



We have all been there at some point. Running a business is rewarding, but it can get emotionally draining from time to time.

This is perfectly normal. Your body has limits, and it gets exhausted from the long hours and stress.

Do what you can to stay sane and productive.



Albert Einstein once said, "Failure is success in progress."

Do not fear failing. It will give you the opportunity to learn from mistakes, bounce back and appreciate success.



Business goals are precise articulations of what you want to achieve within a particular time. Before starting a business, you need to include goals in your business plan.

Whether you have a small business or a big corporation, setting clear goals that are attainable and time-bound will help you steer in the right direction as you grow.



While many people dream of becoming their own boss, it can be scary to make the jump into self-employment. This dream is often derailed for entrepreneurs who don't have a good transition plan.

The key is to be prepared before you make the move.



You have the power within you! Motivate yourself to win today!



What is stopping you from going after your dreams? Procrastinating often leads to anxiety and poor outcomes. Believe in yourself and take that bold step of starting your own business.



Feeling overwhelmed by a lengthy to-do list with limited time is a common challenge among business owners. Productivity, often defined as the output relative to input, can be tricky to measure, especially when immediate results aren't visible. Staying productive requires accountability and effective time management.

How to Build Your Clientele



Offer incentives for new customers

Discounts and incentives are a great way for new customers to try out your products or services at a lower risk. You can later target them with marketing messages to get them to buy.



Referrals

Implement a referral system where your satisfied customers can refer you to their friends and family members.



Leverage social media

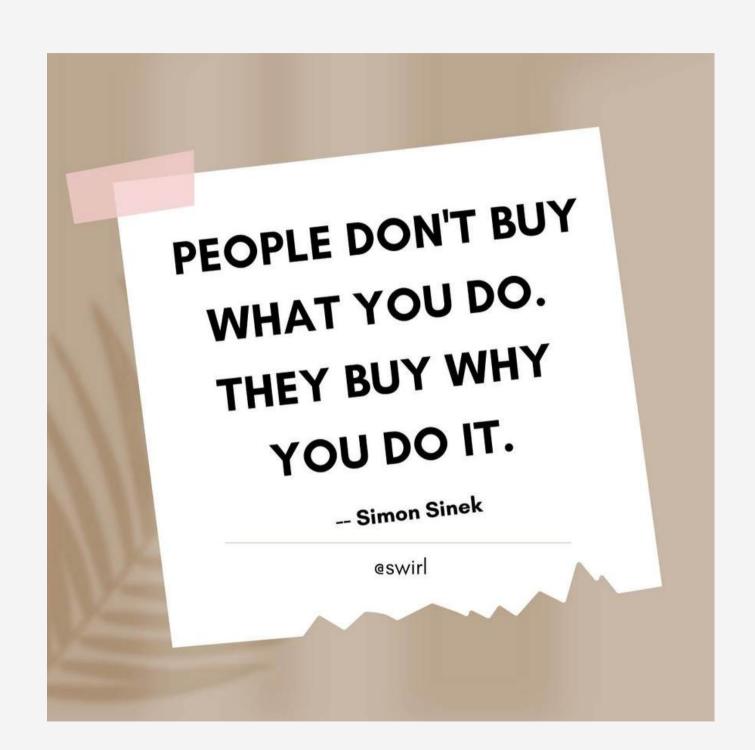
Social media is one of the most affordable and effective ways to attract more clients just at the click of a button.



Be responsive

Actively engage with your audience on social media comments and website inquiries to show them you're available for support should they need you.

Expanding your clientele is essential as it not only boosts your revenue but also increases brand recognition and market influence. A diverse client base can offer stability, reduce dependency on a few customers and open opportunities for referrals, ultimately driving sustainable growth for your business.



Passion for what you do speaks a lot more than you could imagine. Be intentional and passionate about what you do, and people will be passionate about it too.



Asking yourself "why" before starting a business is essential, as it clarifies your purpose and guides your planning. This reflection helps ensure your decisions align with your values and long-term goals. A successful business is built on more than just profit—it's about purpose and impact.



Take your time to create magic in your life, and do not let fear ruin every beauty that comes with it.

Why You need a Business Coach

- 1. They will hold you accountable
- 2. You will work together to close your knowledge gaps
- 3. They will help you set attainable goals
- 4. They will keep you on track
- 5. The will open your mind to new habits and ideas

@swir

Running a business involves juggling many tasks, making it challenging to stay on top of goals and performance. A business coach provides guidance, helping you maintain focus, improve strategies and navigate obstacles more effectively.



Goals play a crucial role in both life and business by providing focus, direction and motivation. Setting SMART goals— Specific, Measurable, Achievable, Relevant and Time-Bound—ensures that targets are clear and attainable, allowing for better tracking of progress and identification of areas needing improvement. This structured approach eliminates guesswork, enhancing your ability to stay on course and reach your objectives.

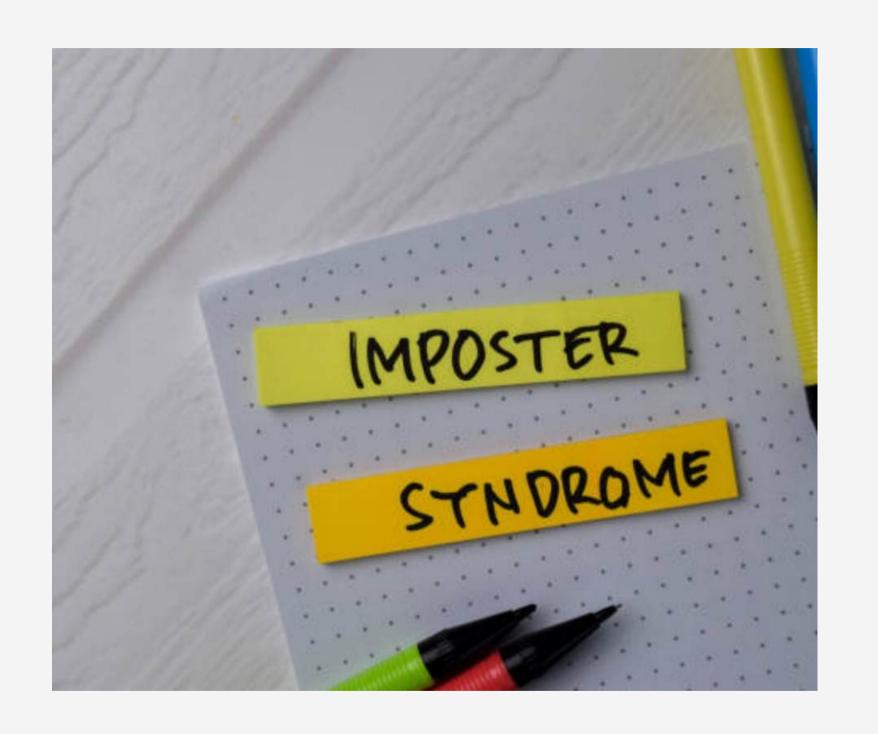
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DO YOU ASPIRE TO START YOUR OWN BUSINESS BUT DO NOT KNOW WHERE TO START?

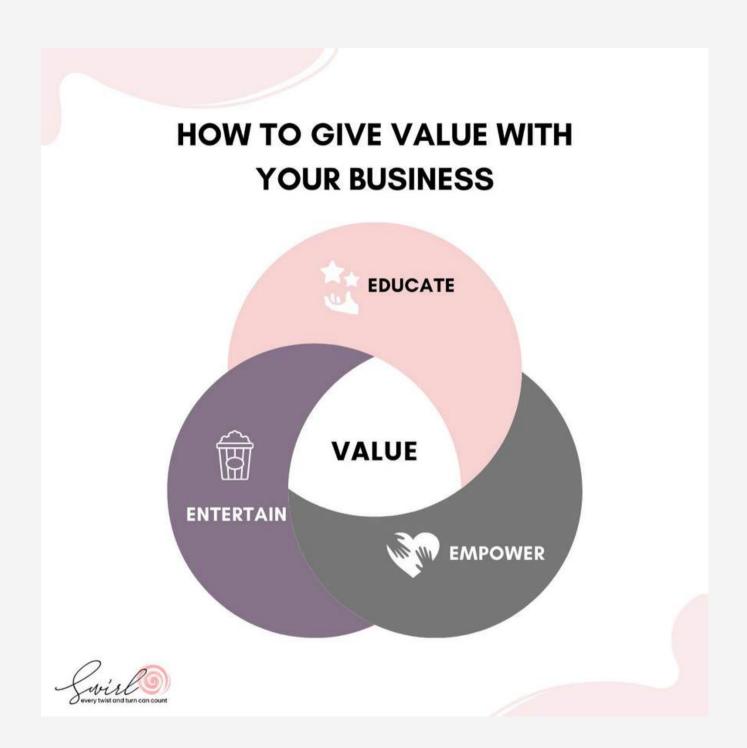
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Starting a business is both exciting and rewarding, yet it can be overwhelming to determine where to begin. Essential considerations include identifying your niche, conducting market research, creating a solid business plan and understanding your financial needs. These foundational steps will guide your journey and set the stage for long-term success.



Doubting your abilities or feeling undeserving of your achievements is a common experience among new entrepreneurs, often linked to imposter syndrome. Recognising these self-critical thoughts is the first step towards overcoming them. Strategies to combat this feeling include listing your concerns, acknowledging both your strengths and weaknesses, setting clear goals and seeking support from mentors, business coaches or therapists.



Identifying the value you offer your clients is crucial when starting or running a small business. This can be achieved by providing high-quality products or services, excellent customer service and continuous innovation. Understanding your target market's needs and fostering strong relationships through transparency and trustworthiness will help you exceed expectations, build a positive reputation and enhance customer loyalty.



Transitioning from employment to selfemployment can be an inspiring yet challenging journey for career women. To navigate this path effectively, assess your skills and interests to find a suitable selfemployment venture, conduct market research to understand demand and competition and develop a detailed business plan that outlines your growth strategy. Additionally, save enough money for the transition, network with other business owners for insights and prepare for the risks and challenges that come with starting a business, keeping in mind that it's about more than just financial gain; it's about finding a fulfilling new way of life.

5 Questions Your Website Homepage Should Answer

- Who are you?
- What is your area of expertise?
- Who is your ideal client?
- How can I benefit from your services?
- How do I get started?



Creating a website is vital for building your brand and attracting potential customers. The homepage serves as the first impression for visitors, so it should clearly convey what your business offers and what they can expect to find. Ensure the homepage is easy to navigate and includes clear calls to action, like "Learn More" or "Contact Us," to guide visitors effectively.



Storytelling is a powerful marketing tool that fosters deeper connections with audiences compared to traditional marketing techniques. It engages emotions, making the message more memorable and credible while enhancing persuasion by allowing audiences to see benefits through relatable narratives. To clarify your story and grow your business, identify your target audience, understand their challenges and craft a clear message that prioritises their needs.

5 STRATEGIC WORDS TO USE IN MARKETING



YOU Make it about the customer



Show how money or time can be saved



BECAUSEGive them a reason



NOWDrive them to take action



PROVEN
Remind them that
the service/product
is tested



Your choice of words in marketing significantly influences audience reactions, shaped by factors like context and the message's intent. Using relevant language that resonates emotionally with your target audience is crucial for effective communication. Ensure that your word choices align consistently with your overall marketing strategy and messaging to strengthen your brand's voice.

Limiting beliefs that are blocking your business success

- Q Limiting Beliefs
- "I am not good enough to start my own business."
- "I don't have enough experience or education to be successful."

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- "I am too old to start a business."
- "I don't have enough money to start a business."
- "I can't compete with established businesses."



Limiting beliefs are negative thoughts about oneself, others or the world that can hinder potential and block the achievement of goals. Often rooted in past experiences and cultural influences, these beliefs lead to self-doubt and procrastination, undermining confidence and preventing action. Identifying and reframing these beliefs into a positive mindset is crucial for overcoming barriers and pursuing your aspirations effectively.



Marketing plays a very significant role in enhancing your business success. It may be difficult to run and manage a profitable business without understanding how important marketing is.

The importance of marketing for your business is that it creates awareness of your services or products to the customers, engages them and enables them to make the buying decision.

QUICK ADVICE

THINGS TO DO AND AVOID IN ORDER TO BOOST YOUR BUSINESS



- Optimize SEO
- (Learn SEM
- Build Your Online Presence
- Brand Your
 Business
- Make Content
 Calendar



- Massive Ads
- Not Improving
- Stagnant Posts
- Not Engaging
- Posting RandomThings Everyday



To boost and grow your business, you need to brand your business and build your online presence. Business growth is a long term process that requires a lot of patience, hard work and dedication. It is important to identify things to do and avoid, as this will make your business successful.



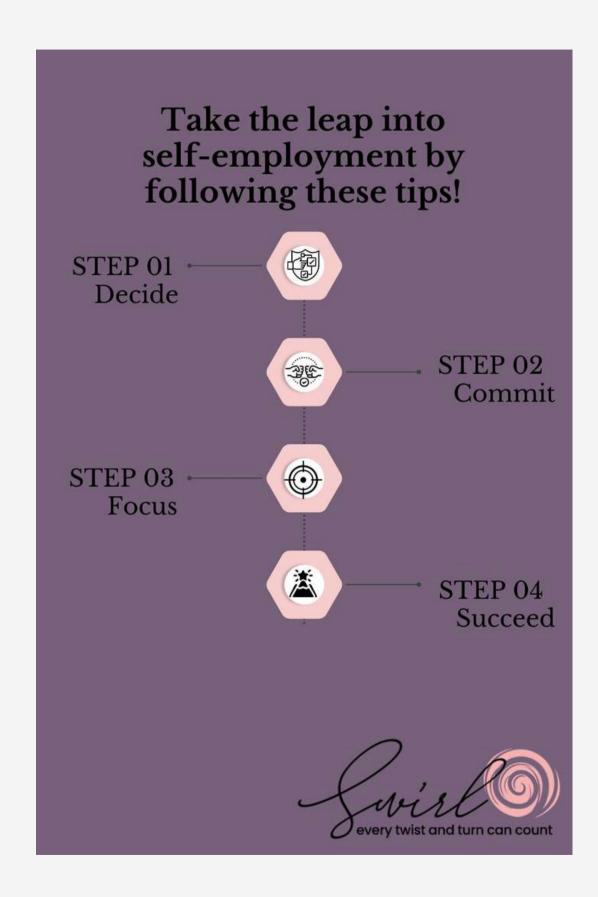
Creating a distinct identity for your business is very essential in your potential business success.

As a business owner, you should build a brand that is respectable and strong, as this helps to develop strong brand equity which enables you to stand out from your competitors.

It takes time to build a strong brand, but it is worth it at the end.



As a self-employed person, managing work and stress is crucial for your wellbeing and productivity. Practising mindfulness can help you establish growth-based goals, create a work-life balance and cultivate acceptance and gratitude for your achievements. Focusing on the present moment enhances selfawareness and incorporating exercises like taking breaks or using mindfulness apps can further support your journey.



Many people inspire to be their own boss. Being your own boss gives you a more flexible schedule and makes you independent.



If you feel your creativity is stifled in a corporate environment, it's time to turn your dreams of self-employment into reality. Instead of just dreaming and planning, take actionable steps to execute your vision. Remember, it's not enough to have a plan; you must actively pursue it and make it happen.

BUILT ON SELF SUCCESS

Being your own boss is very thrilling, but the main challenging thing is the starting point.

BUILT ON SELF SUCCESS

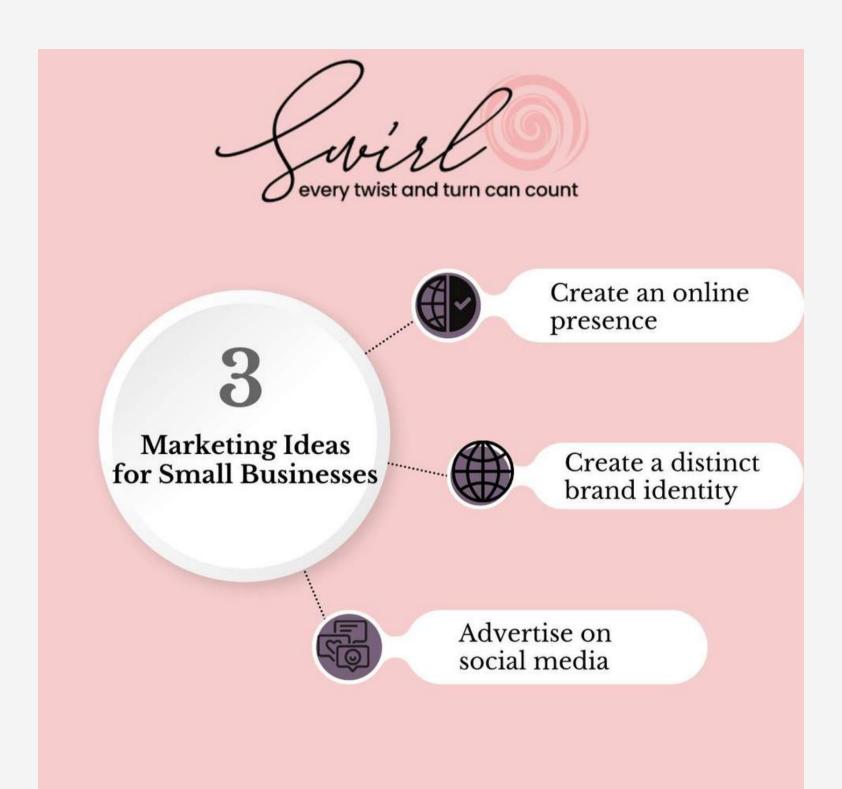
Becoming your own boss is an exciting journey, but identifying the starting point can be daunting. It's crucial to assess your skills and interests, conduct market research and develop a solid business plan to navigate the initial challenges effectively. Starting on the right foot sets a strong foundation for future success.



If you're experiencing a tight schedule in your 9 to 5 corporate job, transitioning to self-employment might offer you more flexibility and control over your time. Start by evaluating your skills and interests to identify a viable business idea then create a solid plan that outlines your goals, budget and marketing strategy. Networking with other entrepreneurs can also provide valuable insights and support during this shift.



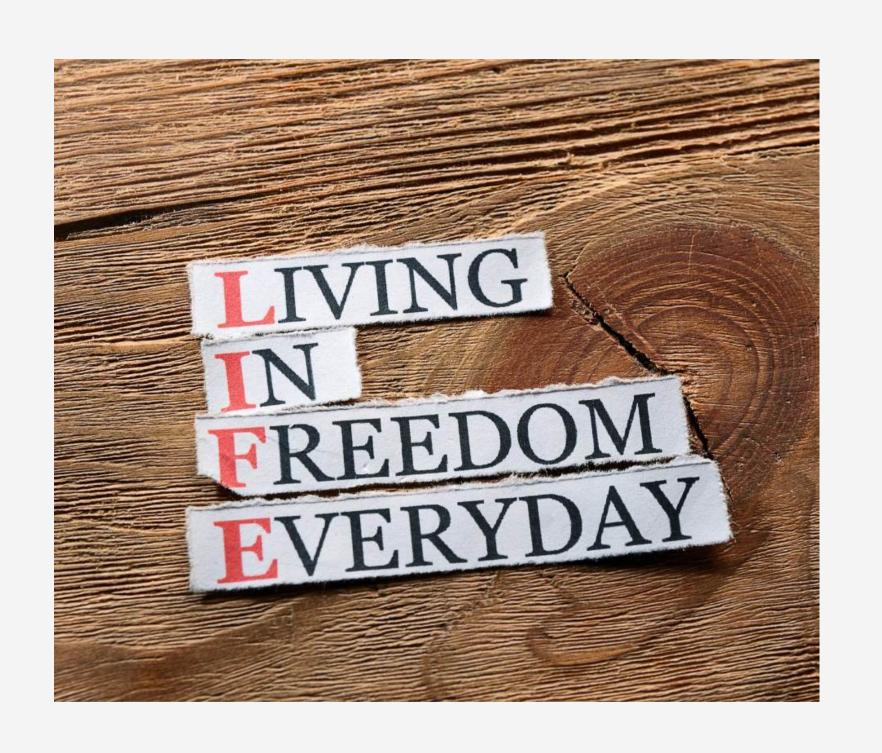
Self employment is financially rewarding, and we all dream of making money from what is in our hand.



When starting or running a small business, it is necessary to determine how you will market it. This is because, marketing plays a key role in determining the success of your business.



Accountability is crucial in business as it ensures that owners take responsibility for their actions and decisions, thereby enhancing overall performance. A business coach plays a vital role in fostering this accountability by providing guidance, support and constructive feedback, helping business owners stay focused on their goals and improve their decision-making processes. With the right accountability measures in place, business owners can achieve greater success and drive their businesses forward.



We all deserve to live in freedom everyday!

Freedom is a personal development that brings about self-governance, happiness, self-determination and finally, success. Self-employment promotes work freedom. This is because it makes you to be in full control of your business; where you get to exercise your skills and make your own decisions.



Developing a business plan is crucial for midlife professional women looking to turn their business dreams into reality as it outlines goals, strategies, financial projections and operational plans. The process includes creating an executive summary, describing the business, conducting market analysis and detailing marketing and sales strategies. Additionally, the operations and financial plans provide a roadmap for daily functions and funding needs while appendices can include relevant supplementary information. Importantly, a business plan should be a living document, regularly reviewed and updated to adapt to the evolving needs of the business.



Website development is of great importance in today's digital age. A website is the online face of a business and it plays a crucial role in building brand awareness, reaching potential customers and facilitating communication between businesses and customers.



There are numerous opportunities available to help you generate income, starting with identifying your skills and passions to determine what you enjoy and excel at. Next, research the market to understand the demand for your skills, followed by creating a website to establish your brand and showcase your work. Additionally, building your network through social media platforms like LinkedIn and Facebook can enhance your visibility and attract potential clients. Remember, selfemployment demands hard work and discipline, but with the right mindset, you can create a successful and fulfilling career.



Self-employment can be challenging yet rewarding. Key strategies for success include setting clear goals to maintain focus and motivation, developing a niche to differentiate yourself from competitors and building a strong brand identity that resonates with your target audience to establish credibility and trust.



Flexibility is a key benefit of selfemployment, allowing individuals to set their own schedules and choose their work environments. This flexibility promotes a better work-life balance, enabling easier management of personal and professional commitments while also enhancing time management by allowing self-employed individuals to structure their days effectively. Additionally, it offers the ability to customise workloads, letting you adjust your work volume based on personal and professional goals.



Financial freedom is a significant benefit of self-employment, offering the potential for unlimited earning potential as individuals can set their own prices and choose their workloads. This flexibility allows for the possibility of earning more than in traditional 9 to 5 jobs, paving the way for financial independence. Additionally, selfemployment provides opportunities to invest in one's business or personal development, fostering long-term financial growth and stability.



Website development, branding and graphic design are crucial elements of effective marketing and business strategy, enhancing professionalism and credibility that build customer trust. These components also provide a competitive edge by differentiating a business from its competitors through unique selling propositions. Additionally, a strong brand identity fosters brand recognition, while a well-designed website enhances user experience, encouraging customer engagement and retention.



Key elements of a brand identity

- ✓ Brand name
- ✓ Logo
- Brand messaging
- Colour scheme

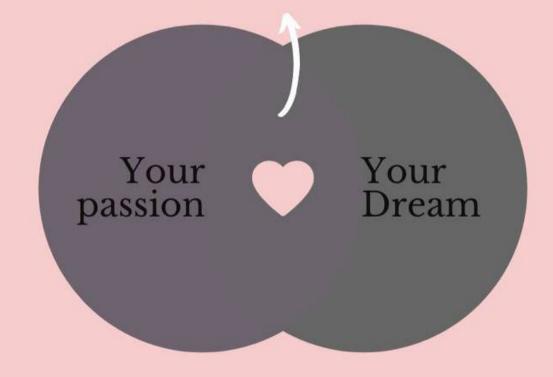


Brand identity is the distinct set of features that sets your business apart from competitors and makes it recognisable to your target audience. Key components include a memorable brand name, a simple and scalable logo, clear and consistent messaging and a thoughtfully chosen colour scheme that reflects your business's personality and values. Understanding your business's values, mission and target audience is essential for crafting a brand identity that resonates.



Self-employment fosters self-control by allowing you to set your own schedule, decide how you work and take ownership of your progress and outcomes. It requires selfdiscipline to stay motivated and organised and it encourages accountability by making you responsible for both successes and setbacks. Additionally, the autonomy in self-employment supports personal development in areas of interest, boosting both expertise and confidence.

Your dream job

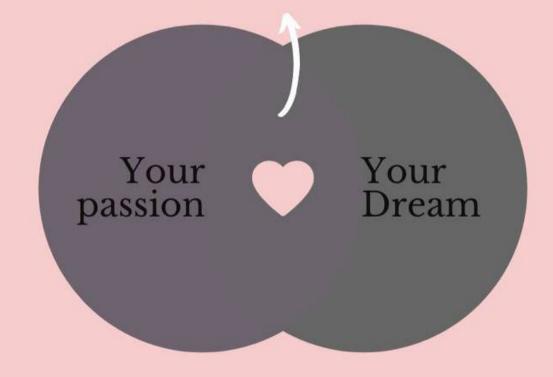


Your dream job may not exist, so you must create it.

@swirl

Your dream job may not exist yet, so sometimes you have to create it. By shaping your own path, you align your career with your passions, dreams, values and unique skills.

Your dream job



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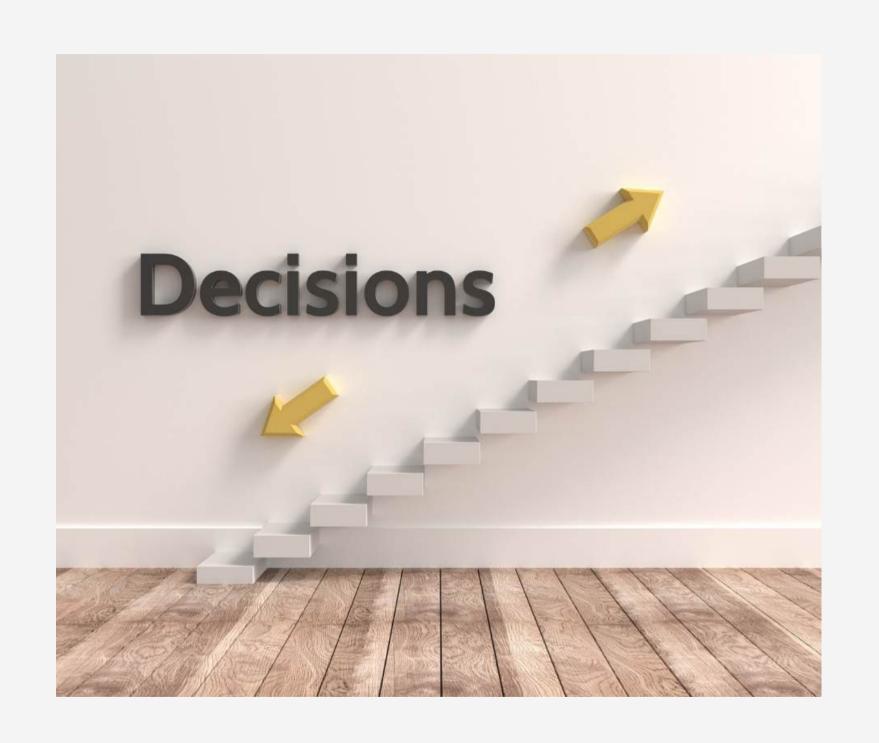
In today's competitive business environment, building a memorable brand is key to creating a positive and lasting impression. A strong brand is easily recognisable, evokes emotions, and builds trust with consumers, fostering loyalty. This can help a business stand out, attract a loyal customer base and boost revenue.



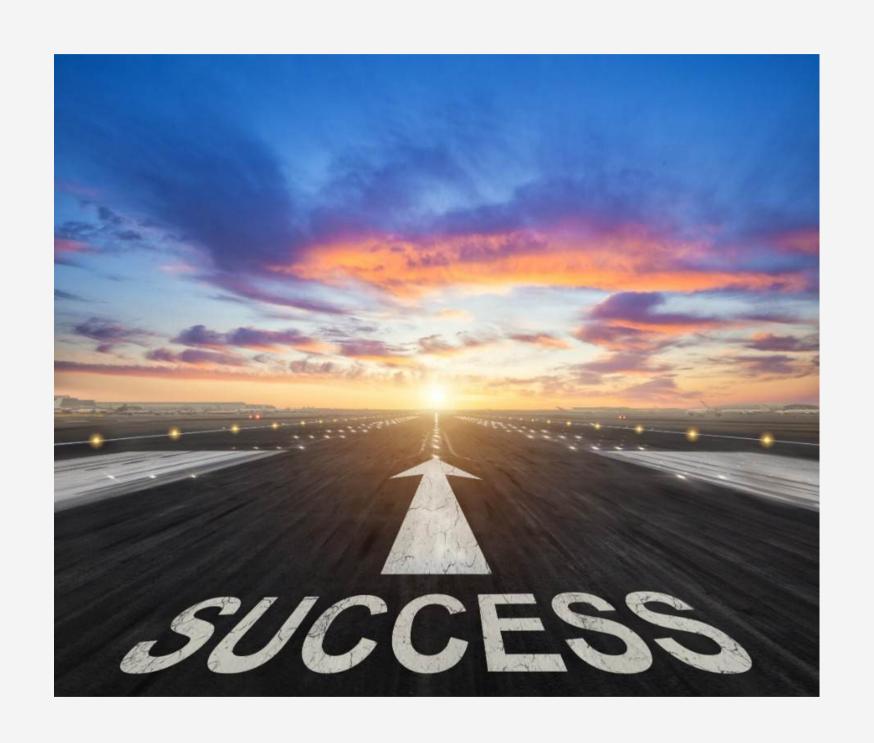
Self-employment can foster resilience by teaching individuals to adapt to uncertainty, recover from setbacks and learn from mistakes. Successfully managing challenges builds confidence and encourages a growth mindset, which helps individuals see obstacles as learning opportunities. These qualities are essential for achieving long-term success in a self-employed career.



Coaching can offer essential guidance, support and accountability during the transition from employment to self-employment, helping individuals set clear goals and stay on track. It also provides objective feedback, enhances strategy and can open up valuable networking opportunities in your new field.



Transitioning from employment to selfemployment is a significant step requiring careful consideration of financial stability, market demand and your skills and expertise. Assess your network, ensure there's a need for your service and confirm you have the passion and motivation needed for the hard work involved.



Success isn't just about achievements but also resilience in handling setbacks. Transitioning to self-employment lets you take charge of your career, set your own goals and pursue passions despite challenges like financial strain or market competition. With each hurdle, you build strength and resilience, leading to rewards like flexibility, working on meaningful projects, and creating a business aligned with your values.



Transitioning from traditional employment to self-employment signifies a shift from dependency on an employer to greater autonomy. In traditional roles, you rely on your employer for job security, a fixed salary, benefits and adherence to their policies, which can limit your control over work arrangements. Conversely, selfemployment offers the freedom to make decisions regarding clients, pricing, work schedules and business strategies, allowing you to shape your career according to your own vision and preferences while managing your income and financial goals. This shift fosters a greater sense of independence and control over your professional journey.



Self-employment can act as a catalyst for personal and professional growth by enabling individuals to take full ownership of their career paths and set their own goals. It requires the development of a diverse skill set, as self-employed individuals handle various aspects of their business while continuously updating their skills to remain competitive. Additionally, expanding one's professional network is essential for accessing new opportunities and mentorship, while cultivating an entrepreneurial mindset fosters innovation and adaptability in a changing market.

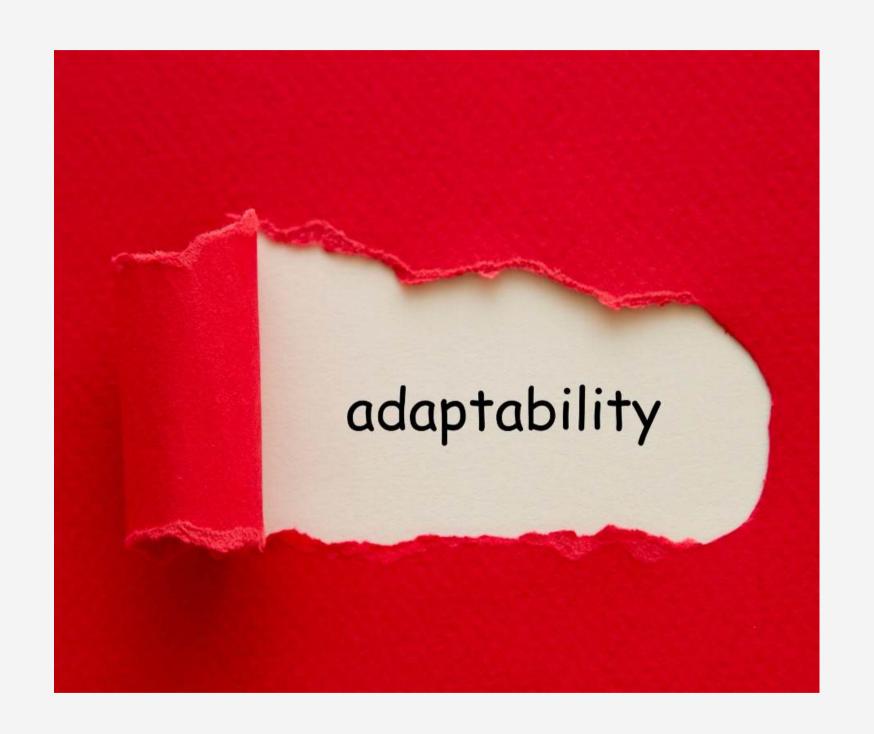
What It
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 Decision-Making Authority
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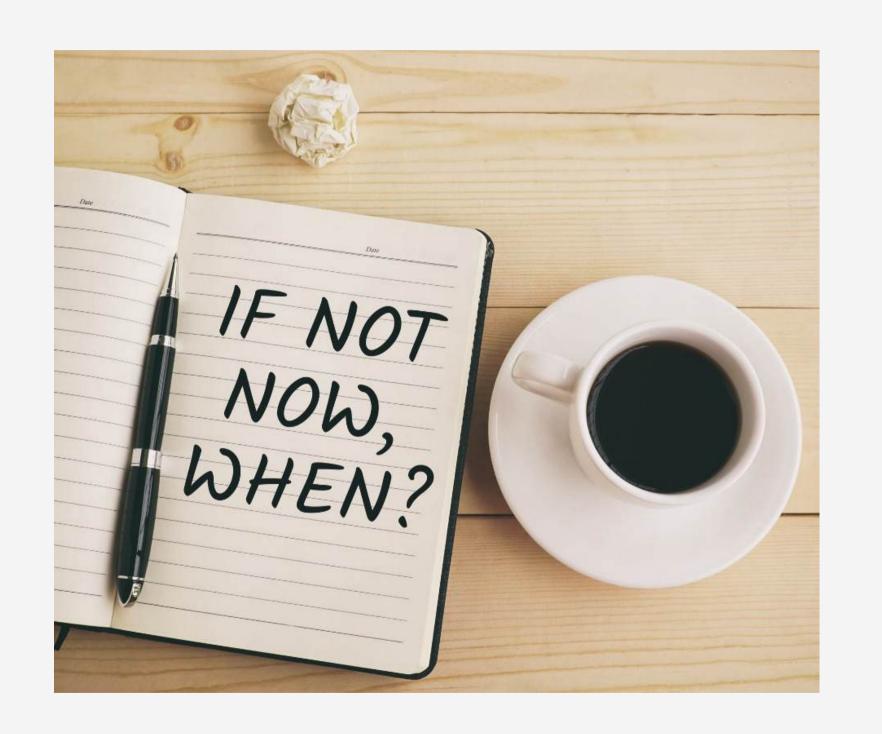
Being your own boss as a self-employed individual offers autonomy and independence in decision-making and responsibility for running your own business. Key aspects include the freedom to set your own hours and choose projects, the authority to make important business decisions and full accountability for your success or failure. Continuous learning and adaptability are crucial for staying competitive, alongside financial control over pricing and managing business expenses, ultimately leading to a rewarding experience where you can pursue your passions and achieve personal and financial success.



Making a career change can be daunting but is often rewarding, and age should not be a barrier to pursuing self-employment. Transitioning from employment to selfemployment requires careful planning, allowing you to take control of your career and work on your own terms while leveraging your skills and experience. As an older entrepreneur, you bring valuable experience and resources that can facilitate launching and growing your business, proving that it's never too late to reinvent yourself and build the life you desire.



Self-employment can significantly enhance adaptability, a crucial skill in both business and everyday life. It fosters problem-solving abilities, enabling you to creatively address challenges that arise while also honing time management skills necessary for balancing various responsibilities. Navigating the uncertainties of self-employment encourages continuous learning and flexibility, equipping you with the resilience needed to seize opportunities and achieve your goals as a midlife professional woman.

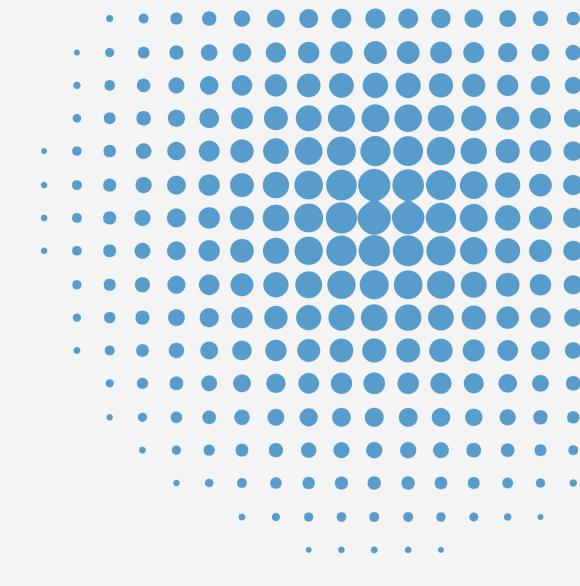


Now is an ideal time to pursue your dreams and take action towards your goals, as waiting for the perfect moment often leads to missed opportunities. Self-employment offers the chance to take control of your career and engage in work that matters to you, supported by resources like mentors and networking events. Factors such as your unique skills, the shift towards flexible work, advancements in technology and the power of social media make this a promising time to start your own business.



Making small changes consistently can lead to significant outcomes, especially when transitioning from employment to selfemployment. Starting a side hustle allows you to explore your entrepreneurial interests while still employed, helping you build confidence and skills without the pressure of full-time commitment. Additionally, learning new skills, creating a simple business plan and actively networking are manageable steps that contribute to your success as you work towards becoming your own boss.





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Coaching Session today!



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