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10 Exclusive tips on women navigating the business world from serial entrepreneur and best-selling author Rachel Bell**

Woman are proving themselves as the new breed of entrepreneurs, the corporate cultural cultivators who are doing it for themselves and doing it right.

They value relationships, building a company strategically not slamming it together opportunistically, creating a properly run business which is a comfortable and enriching place to work. Money matters but is a product of doing great work not the primary objective. Greasy Corporate Pole Rejectors,post maternity those holding down big corporate jobs realise they need to do something on their own now which enables them to be a mother, wife, entrepreneur and explorer.

**Tip 1: Don’t do what you can’t**  
I’ve never sent a single invoice… My first hire was a bookkeeper because it isn't my strength, but I understand the importance of numbers and always keeping track. There’s never been a less expensive time to launch a business, you can self-publish, do your own marketing and social media. Once you have a phone and laptop away you go. Male entrepreneurs tend to work on a great rich quick strategy focussing on profit, while women make decisions based on emotions hiring in the skills needed to get your company off the ground, despite the costs. Focus on the areas you excel in, if maths isn’t your strong point, hire an accountant, don’t waste time doing the things that aren’t your area.

**Tip 2: Create relationships**  
Transactions come much later: Women are fantastic collaborators and great relationship builders. It’s all about who you know and how well you get on with them that, one day in the future, may allow you to make a call that saves you from a disaster or opens the door to a triumph

**Tip 3: Be Brave**   
Take time to decide what is realistically going to work for you and don’t be afraid to ask for what you want. Women are writing their own narrative now and have increasingly become a driving force in the start-up world to achieve the balance in their work and home life. As a woman, having children can often leave you feeling a bit isolated in the workspace, giving you a new-found identity and perhaps a bit lost. I indefinitely I wanted something that I could define with a strong sense of purpose, which is what I also found with many of the women that we interviewed for the book. Women are rewriting the rules and have increasingly become a driving force in the start-up world.  
  
**Tip 4: Feel good. Do good. Spread good. Be brave enough to be yourself**Idealistic? Maybe it is, but your reputation is everything, your disciples are your best salespeople and doing good things for other refreshes the soul. The key disrupters in this revolution are women looking to rise up and above the glass ceiling and change workplace culture, millennial militants with a burning desire to do things their way and experienced professionals who have either been made redundant or become disenchanted with corporate life.  
  **Tip 5: Grow talent**Make it shine and when it’s ready, encourage people to take ownership of their own profit centres.Hire for attitude and cultural team fit, you can train for skills - it’s so important to hire brilliant people at the start of your journey and look after them. Take a moment to look past the cv and ask, does this person feel right here? Female entrepreneurs are the real drivers of office culture.

**Tip 6: It’s all about the team!**The biggest enemy to a start-up is EGO. When individuals become more important than the team, you have a big problem! People are the real key as fifty per cent of the money goes on them, but they produce 100 per cent of the difference so listen to them, hear what they are saying, all of them, because everyone matters.  **Tip 7: Never leave a bad feeling**Ensure people don’t leave without feeling the magic, you never know when you’ll cross paths again. Be brave, be yourself, stand up for what you believe in. The key is in the delivery of these messages as it will stay front of mind for the person leaving. **Tip 8: Sell time not just ideas**You only have so many hours to work with and you can’t sell more than 75 per cent of it or there’s nothing in reserve and your business runs off puff. Choose where you spend your time wisely. It's a finite commodity we all get the same amount of it so it's all about how you use it. It’s not about being in the office the longest, remember your health and having a life is just as important.   
  
**Tip 9: Money is not Everything**   
Female entrepreneurs are rarely as motivated by money, it’s a happy and healthy by product of running a great business. There is a big difference between being greedy and being ambitious.

**Tip 10: Setting the foundations**

You’ve got to think beyond the start-up point and look at wider-scale growth opportunities, otherwise your business is missing the foundations. Of course, money plays a big role at the beginning, including sourcing, managing and allocating this in the right place. Female owned business tend to grow at a slower based that companies run by men but remember profit is more important than headcount so get your basics in place.

**Credit:** *Rachel has started seven multi-award-winning professional services businesses, across the marketing spectrum – the most notable being PR agency Shine (now the Academy Media Group, of which she is Chair).* **Rachel Bell** is a serial entrepreneur and founder of six successful and award-winning PR companies. As well as Chairman of The Academy Media Ltd she is an active NED on several boards. She’s also a visitor in Entrepreneurship at the London Business School. *Her philosophy of promoting and developing talent has won her industry recognition including # 1 Sunday Times Best Small Company to Work For. She now spreading her wisdom to budding entrepreneurs in a new book****Start-Ups, Pivots and Pop-ups: How to Succeed by Creating Your Own Business****that she co-authored with business expert Richard Hall. The is available on*[*Amazon*](https://www.amazon.co.uk/Start-Ups-Pivots-Pop-Ups-Creating-Business/dp/0749497467)*from £12.98 paperback and £45 hardcover.*