



by [Phetha Motumi](#) on February 4, 2016

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## HOW TO BECOME THE NEW ENTREPRENEUR

Marketing consultant and author of *The New Entrepreneur*, Shirley Anthony sat with us to talk business and the new definition of entrepreneurship, this is what she had to say.

### **What does it mean to be the NEW entrepreneur you described in your book?**

Having a business gives you a sense of being master of your own destiny. You can plot your own career path, but you are also responsible for making it happen.

### **What is the best lesson you've learnt in your career so far?**

To strive not to burn bridges with people, no matter the circumstances. The business world is so inter-connected and you never know where you will encounter someone again. The person may even be your client in the future.

### **What has been a career defining, 'a-ha' moment?**

When I finally mustered the courage to stop working as a full-time employee and start a consulting business of my own. I was petrified but it also gave me a great sense of achievement.

### **What is the most challenging thing about being an entrepreneur?**

Keeping motivated and focused, even when a new business is not forthcoming. It's so important to keep positive and not to appear desperate. Potential customers can sense this and it may be a deterrent in their doing business with you.

### **What is your daily mantra?**

'I am completely safe, healthy and filled with energy and vitality.' I was very ill at the end of 1999, so I try to make my health a priority now as that experience taught me how precious my health is.

**What are some steps to remember when developing a brand?**

Once you have decided what your brand stands for, make sure that this message is consistently communicated in terms of the product features and packaging, the pricing, how it's distributed and the way in which it is promoted. Consumers are looking for brands which are authentic and deliver consistently on their promise.

As ELLE readers, get a free chapter of *The NEW Entrepreneur: A Practical Marketing Guide For Growing Your Business* by visiting her [website](#) to download this gift!

Are you ready to become the new entrepreneur, tell us your thoughts below.