

# Your World, Your Money

A GLOBAL THINKING FOUNDATION USA PODCAST

## How to start a business in the early stages?

- Even though your idea might turn big one day, you have to start small.
- Find a balance between your other jobs and your business is hard. It's crucial to build flexibility, know your limits, and be honest with yourself.
- Write down your ideas and your plans. What are you selling? Who is your audience? Will they buy what you are selling? What is the effort that it's going to take on your part?

## The tangibles you can do to break the initial fear and start growing your business:

- Have a strong "why" when you make every decision.
- Surround yourself with like-minded people and not let anyone bring you down.
- Build connections by networking, and create opportunities for others.
- Be excellent at what you do. Give above and beyond no matter how big or small the audience is. That is what's going to get you the next client.

## Additional takeaways from Cindy:

- Look for creators and content that focus on entrepreneurship and educate yourself.
- Write down how much it costs you to launch your business.
- Research and look for state-funded programs, loans, and grants.
- Open a business checking account. Keep your money separate from your personal accounts.
- Go all in and put your heart into your business.
- Remember: if you are putting your time and energy into something and if what you are creating delivers value to people, you deserve to be paid for it!

**Enjoyed this episode? Don't forget to enter our giveaway [here](#) and win a 1-1 entrepreneurship consultant session with Cindy (\$400 value) and a ticket to her upcoming 4-week interactive money class. (\$199 value)**

## Season 2, Episode 7: Entrepreneurship 101

Guest: Cindy Zuniga-Sanchez, founder of [Zero Based Budget](#)

