

THE HABITS

By DO

1 Never spend more than 70% of your income.



This is a habit that you should have in your life regardless. Never live from paycheck to paycheck. Live in the now but also plan ahead.



Always save 10-20% of your income. Having savings is a support system and will keep your business going through the low seasons.

2 Save up for 3-6 months of your essential expenses.

3 Define the solution or added value that your business provide.



Make what your business offers very clear to yourself before anyone. This way you will know whom you are here to serve and how you will get to them.



Test the waters before jumping in. This is where the ideas like pop-ups or soft openings came from. Create a prototype and have people use it.

4 Create a conceptual design or case study.

5 Make noise and let you people know about your business.



Meaning, market your business in the way that attracts the right target market for your business.

6

**Exposure,
networking, just
put yourself out
there.**



When you are always in the picture there is a good chance no one will forget about you. The more places you go, the more connections you make, the more known you will become.



Waiting for something to happen on its own is not productive. Make decisions and take steps for your business but be patient with the results.

**Avoid waiting
but be patient.**

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**Work under a
signed contract,
always.**



Papework will increase the level of professionalism and will protect all the parts that are involved.



Keep them involved throughout the project to provide the best experience because that will turn into good word of mouth.

**Treat your client
as a team
member.**

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**Learn how to get
referrals from
clients.**



Get familiar with the after-sales service that works for your type of business.

LET'S DO