

“...Running your own business is 90% about attitude and 10% aptitude....”

Jo Cameron, star of TV's *The Apprentice*, talks to *Go-Woman!* about starting her own business, how to keep realistic and having firm goals.

What have been your biggest challenges and how did you overcome them?

Some of the biggest challenges in running a business are raising finance and dealing with rejection from potential prospects. Managing cash is also a very important skill to have. When the challenges in personal life coincide at the same time it can be quite challenging to keep going. All challenges can be overcome by attaching a more positive meaning and by staying focussed on the goal. Any challenge can be overcome if you are absolutely determined to see it through; you just need to say to yourself "I will do everything I can to achieve".

What prompted you to start your own business?

For many years I had been working in the motor industry. I had held several senior management roles but was getting frustrated with a large organisational mindset. For many years I dreamt of running my own company and when I was made redundant and it gave me the chance to really do something that I had always wanted to do.

How did you keep motivated and balance work-life issues?

When you start a business there is no room for half heartedness, you might have to dedicate more time than you first imagined at the outset but it will pay dividends later if you have focussed your energy in the right areas.

What's been your driving force?

My driving force is to build a company based on my own values and beliefs and really make a difference in the areas that are important to me such as improving the position of women in organisations. I also think the best way to generate wealth and a flexible working life is by running your own business. My ultimate ambition is to generate sufficient passive income to spend more time with my family.

I keep motivated by keeping my goals in mind and the reasons why I want to achieve them. Every day I go running, do my affirmations, eat well and just keep bouncing back from the every day challenges.

What are the qualities that have helped you to succeed?

Running your own business is 90% about attitude and 10% aptitude. This means that it is really important that you have a large amount of resilience to keep going despite the setbacks of running a business. It is being wise enough to try something different if one path isn't working. It's about learning from the experts and being absolutely focussed, single-mindedly on your goal. It's also about being outstanding at what you do then the rewards will follow.

Finally, some words of wisdom

I would say always play to your strengths and get others to support the areas you find more challenging. Be outstanding at what you do and always go the extra mile. The most important thing is that you need to be absolutely resolute what you want and why you want it.

Want to learn more –

Turn to page 18 for Jo's Top 10 Networking Tips

QUESTION & Answer