



Opening a Boutique Guide: A Simple Guide to Boutique Success Part II (How to Open a Boutique: The Simple Guide to Boutique Success Volume 2)

Briana Stewart

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How to Open a Successful Boutique in 60 Days or Less Without a Pile of Money, Perfect Credit or Industry Connections My name's Briana Stewart. And if you've ever dreamed of opening your very own boutique... I've got good news: it's easier than you think. That's right – building a successful boutique that allows you to pursue your passion for fashion is really not that complicated... ..if you know the right steps to take. And I've helped HUNDREDS of aspiring fashion entrepreneurs discover what the right steps are and build their own successful boutiques. The Top Ten Things You Must Have to Build a Successful Boutique (and how our guide will help you get them) A Passion for Fashion Do you love looking good? Stay up to date on what the stars are wearing? Do you find personal fulfillment making new clothes? Or drawing new designs? Or helping your friends pick the best outfits to look better and feel great about themselves? This business is all about loving what you do, and if you've ever dreamed about designing your own clothes, helping more people find fashion in their lives, or share your sense of style with the world, you're in the right place. A Brain for Business There are a million little factors that will determine whether your shop is a success. Are you ready to take control of your career? Do you have the hunger that it takes to push through the challenges, make the hard calls and promote yourself day-in and day-out? We can give you the business plan, and teach you how the industry works. But the fire has to come from within. Are you tough enough to take a stand? Will you do what it takes to succeed? If so, our guide will show you the way. Technical Tricks As I said earlier, the internet has changed business forever. You don't have to be a computer genius to see that, or to build a successful business. But are you willing to learn new things? Are you the kind of person who'll go to YouTube or Google to find out how to overcome a challenge? Or are you the kind of person who says "This is too hard" and chooses to quit? Will you push beyond your comfort zone to make your store a success? If you're ready, our guide will show you everything you need to know. Managing Your Money Keeping track of the money that comes in and goes out of your business is just as important as anything else that you do. Are you good at handling your own budget? Or are you willing to be learn? All it takes is discipline, but bad budgets can make or break a business faster than any other factor. There might be tough times, too. Are you prepared to place some limits on your lifestyle now so that you can live your dreams in the future? Building any business requires some sacrifice – even boutiques. Is building your dream business worth it to you? Knowing Your Niche Are you prepared to limit what you carry in your store to a specific theme? This is the key to attracting a customer base. You need to pick a niche where you can perform. You need to pick a niche where you're ready to lead. You need to stick to the things that make you stand out from the crowd, or you'll never make a real impact on your market. That means you might not be able to carry everything you wanted to in one store. Can you make those tough decisions to build your business? If you can, our guide will help you figure out that niche and make your new boutique a success. Putting Yourself In A Lucrative Location There's no business without customers. And you can't find customers if you're not out in the open. Are you willing to put yourself out in the world as the face of your business? Are you willing to manage a shop in person, or publish actively online? If you're too shy to stand behind your business, this probably isn't the right guide for you. If you're proud of your products and excited about your styles, our guide will show you how to get yourself the attention you need to build your customer base.

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