



Northern Virginia Urban League Young Professionals Network

Living Your Passion 3

Thursday, January 11, 2012
WETA-Public Television
2775 South Quincy Street
Arlington, VA 22206
Room 625

Professional Speaker's Series

When choosing to embark on your own business endeavor, ensure that you are operating in your **passion** - money should *not* be the sole motivator.

For Cherise Mattheson, a young Entrepreneur and Celebrity Empowerment Journalist/Blogger, merging her passion for journalism and social media helped her launch *SavvyCherise.com*; a web-based tool created to inspire people to pursue their passion and live their dreams.

For Clayton Harris, President and Managing Partner of *Hitek Consulting*, the passion for utilizing technology to support, promote and encourage the growth of other businesses, institutions, agencies and organizations was unearthed at age 14 while working in a local neighborhood computer shop.

For Brian E. Taylor, founder and CEO of *The Penny Institute*, a desire to help American citizens understand and get involved in the political process-regardless of party affiliation-serves as the driving force behind his work.

For Tianna Feaster, owner and Executive Chef of *Feast Your Eyes on This*, the passion for cooking was born at an early age. After experiencing a career setback, returning to cooking healthy, wholesome foods and being around people who shared her passion served as the impetus for Ms. Feaster branching out, strengthening her skills set in culinary arts and, eventually, starting her own business.

For Tyra Beamon, a Washington DC-based stylist and founder of *Sincerely Ty*, attending last year's YPN "Living Your Passion" event inspired her to turn her love for helping people enhance their best attributes by revamping their personal style into a business.

Entrepreneur Must-Dos

- Establish a solid foundation in your line of work; become an expert
- See what potential competitors are doing and create ways to provide even greater value to the public
- Create a project plan for your business; stay open to re-strategizing as you grow
- Network with power people in the know; use your resources
- Don't be afraid of failure; stay committed to your passion and persevere

- Join professional organizations related to your chosen line of business
- Regarding branding, create a memorable name with a “hook”-something that will stay in the minds of potential clients
- Use your time wisely; think of every waking moment as “billable hours” or potential money that could be used to grow your business
- Become comfortable with starting small and working towards future growth/expansion of your brand
- Develop a thick skin

Resources

Websites/Social Media

- www.fiverr.com
- www.facebook.com
- www.twitter.com
- www.google.com
- www.savvycherise.com
- www.feastyoureyesonthis.net
- www.hitekconsulting.com
- www.btaylorconsulting.com
- www.thepennyinstitute.org
- www.sincerelyty.wordpress.com
- www.sincerelyty.com (coming soon...)
- www.kickstarter.com
- www.nvulypn.org

Products and Services

- Failing Forward: Turning Mistakes Into Stepping Stones for Success – John Maxwell
- Super Rich: A Guide to Having It All - Russell Simmons
- The 4-Hour Work Week: Escape 9-5, Live Anywhere, and Join the New Rich – Timothy Ferriss
- US Small Business Administration – <http://www.sba.gov/about-offices-content/2/3106>
- Enhanced Business Information Center at DC Public Library - <http://dclibrary.org/services/ebic>
- SCORE DC - <http://washingtondc.score.org/>
- Microsoft Project - <http://www.microsoft.com/project/en-us/product-information.aspx>

Adjournment

Meeting adjourned at 8:50