

## Praise for *She Made It*

I wish I'd had this book at the beginning of my journey and I'm sure it'll resonate with all aspiring female entrepreneurs. It is jam-packed with practical advice and inspiring case studies – a must-read!

SAASHA CELESTIAL-ONE, CO-FOUNDER AND CHIEF OPERATIONS OFFICER, OLIO

Essential for any aspiring entrepreneur. *She Made It* empowers people to take the plunge but also deals with the real challenges entrepreneurship brings.

DAN MURRAY-SERTER, CO-FOUNDER, HEIGHTS; AND HOST, *SECRET LEADERS* PODCAST

A much-needed guide that will empower so many women.

SHAHROO IZADI, BESTSELLING AUTHOR, *THE KINDNESS METHOD* AND *THE LAST DIET*

The ultimate handbook for any aspiring entrepreneur – *She Made It* is smart, accessible and the perfect first step for any woman wanting to run her own business.

REBECCA REID, FORMER DIGITAL EDITOR, *GRAZIA*; AND AUTHOR, *PERFECT LIARS* AND *THE POWER OF RUDE*

Practical and inspirational in equal measure – *She Made It* is packed full of advice, inspiration and wisdom from not just Angelica Malin, but many successful female entrepreneurs. This is a must-read, must-use toolkit for the next generation of kickass female founders and business leaders.

KATIE VANNECK-SMITH, CO-FOUNDER AND PUBLISHER, TORTOISE MEDIA

This is the guide every female entrepreneur needs when starting out. Angelica Malin demystifies what is really involved in starting your business and what it takes to succeed – all the things I wish I'd known beforehand!

STEPHANIE JOHNSON, FOUNDER AND CO-CHIEF EXECUTIVE OFFICER,  
POLLEN + GRACE

This is the book I wish I'd had when I was getting started. It's absolutely comprehensive, practical, no-nonsense – and truly inspirational! As a reader, you are taken deep beneath the surface, emerging with a clear idea not just of what to do with your life, but why.

RACHEL CARRELL, FOUNDER AND CHIEF EXECUTIVE OFFICER, KORU KIDS

Jam-packed with practical information and actionable tips. The ultimate toolkit for women who want to take control of their career.

ZANNA VAN DIJK, INFLUENCER AND CO-FOUNDER, STAY WILD SWIM

The book I wish I'd had when starting my business. It covers all areas you need to mentally prepare yourself and your business for success. All female entrepreneurs – new and experienced – can take what they need from *She Made It*.

LUCY HITCHCOCK, FOUNDER, SASSY DIGITAL AND PARTNER IN WINE

A vital toolkit for any founder looking to build a structurally sound business, *She Made It* leverages decades of combined entrepreneurial learnings to ensure that 'learning the hard way' becomes a concept of the past.

GABRIELA HERSHAM, CO-FOUNDER AND CHIEF EXECUTIVE OFFICER,  
HUCKLETREE

It's such an exciting time for female entrepreneurs and this book really helps demystify the process of launching your own business, with lots of great actionable tips and real-life examples. A must-read for any woman wanting to start their own business – your toolkit for success in 2021!

CAMILLA AINSWORTH, FOUNDER AND CHIEF EXECUTIVE OFFICER, M+LKPLUS

She Made It



# She Made It

*The toolkit for female founders in  
the digital age*

Angelica Malin



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*For my mum, who taught me the meaning of a strong woman*



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## Preface

**W**hat if I told you that time is how you spend your love? That every moment of your working day has the ability to be an expression of joy, creativity and fulfilment? That you can wake up feeling fired up and excited for the day ahead? That you don't have to slog it out in a job you don't love? That you can do anything you want to do? And you can start today.

Once upon a time, we were led to believe that a job is something that exists within the hours of 9 to 5, something you do to survive, and hell, if you're lucky enough to enjoy it, then that's a bonus. For my parents' generation, work was a very different thing. The focus was not on loving your work, being fulfilled by it or bringing about change in the world, but getting the job done, paying the bills and, basically, settling. Settling for 'good enough'. Settling for an ordinary job, an ordinary life, 2.5 kids and a mortgage, if you're lucky. But things are shifting in the modern workplace.

I'm here to tell you that things are changing, especially for women. Female entrepreneurs are rising through the ranks at a rate like never before. Women are sick of the structures in place that are holding them back – be it the traditional career ladder, inflexible workplaces or toxic corporate culture – and are waking up to their own potential. Throughout the UK, a huge awakening is happening for womankind: more women than ever before are committing to designing a career – and a life – that they love. Are you going to join them?

There are more female entrepreneurs in the UK now than ever before – at last count, 1.5 million women in the UK are opting to be self-employed. Female entrepreneurship is booming, but not quickly enough – in the 2019 Alison Rose Female Entrepreneurship Review, it was revealed that only one in three

entrepreneurs in the UK are female, a gender gap amounting to 1.1 million businesses. And investing in women pays – according to the same review, up to £250 billion of new value could be added to the UK economy if women started and scaled new businesses at the same rate as the UK.<sup>1</sup>

Women are done with stuffy work cultures; I've seen a monumental shift in beliefs around work, with thousands of women opting to be their own boss, work flexibly and create a career they love. Purpose over profit: the focus for women today is on fulfilment, flexibility and fun in their careers.

I believe that you can 'have it all', because the meaning of having it all has changed for the modern woman. Success no longer means a high-flying corporate career, an expense account and liquid lunches. It means believing in the work you're doing, having *impact* and forging your own path. As you'll see in the many inspiring case studies ahead, the focus is away from purely financial success, but personal growth through work – creating companies that are impactful, challenging and change-driven.

But let us remember that success is personal. Success will look and feel different for every woman. You don't need to have kids if it doesn't suit you. You don't have to stay in a job that you don't love. You don't have to work for someone else. You don't have to worry about the relentless juggle of work and family life. You can make work, work for you.

Why the shift towards self-employment for women? For one, the internet has created so many new opportunities to explore entrepreneurship, providing myriad possibilities through the touch of a button. Never before have we had access to such amazing free marketing tools, where we can build, engage and, ultimately, monetize online audiences. Everything you need to help your business flourish is right in front of you: you just need to open up that laptop and get going.

I really do believe that amazing things happen when women support each other. Women supporting women is more than just

a cute phrase used by athleisure brands to sell leggings – sisterhood is real, and it’s manifested in the pages of this book. I’ve met some incredible women through my personal business journey, and now they are going to help to support, advise and mentor you too.

Everything I’ve learned, everyone I’ve met, every mistake I’ve made, is penned in the pages of this book – I hope it will help inspire you to take a leap into the unknown and find a career that sets your soul on fire. Because I believe in you and I know you’re going to do big things in this life.

## Acknowledgements

**W**riting a book takes an army, and I'm so grateful for all the wonderful people in my life who have helped, supported and advised me through this time. My editor Geraldine at Kogan Page, who helped me bring this book to life, despite the challenging circumstances of a global pandemic and emergency surgery. Even in the most unexpected circumstances, your positivity, resilience and belief in me has been truly inspiring.

To the incredible women who raise me up daily – Gemma, Claude, Rebecca, Lucy and Rose – you have redefined sisterhood to me and showed me the power of female friendships through the toughest times. To my amazing family – Howard, James and Oliver – for your unwavering support through many a business meltdown.

Behind every strong woman is an even stronger mother pushing her on. To my incredible mother Suzi – my best friend – and my grandmother Elizabeth – the ultimate matriarch – who taught me from a young age that all a woman really needs in life is self-belief, confidence and a good cup of tea.

And finally, obviously, to a shout out to Taylor Swift, without whom there would probably be no book at all.