

Swipe for Success

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Apps and advice to make your business fly

Anne Boden



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Preface

There are plenty of emotions associated with running your own business. In the early days, there will undoubtedly be a heady sense of excitement about your start-up. This was, after all, something that you were passionate enough about to chuck it all in and set off into the unknown, so it has to be pretty compelling. As it takes off and you win your first clients, or dispatch your first order, it's hard not to feel a sense of vindication: *you see, I told you this was a brilliant idea!* That sense of triumph and exhilaration you get on all the good moments that follow is pretty hard to beat.

At the other end of the scale, it's inevitable to feel nervous or unsettled at times, particularly when something doesn't go as expected. Anyone who has given up a well-paid job, or stepped away from a promising career trajectory, might experience a frisson of regret now and again. (But not for long.) It's also natural to feel concern for the future prospects for people closest to you, particularly if you are the main provider when it comes to putting a roof over your heads and food on the table.

Something that absolutely every business founder will occasionally feel – without exception – is unsure. It doesn't matter whether you are a start-up, or an established business with a few years' trading under your belt, there is always something you don't know. Problem solving is part of the fun of running a new business (and it is great, overcoming challenges). However, it doesn't mean that a little helping hand can't go a long way. And that is what this book is here to do – help you solve your day-to-day business problems by showing you a large number of very helpful apps that can make things work better.

When I first started to write this book, I did so in the belief that the knowledge I have gained through running one of the UK's most successful fintechs could be used to help SMEs.

It wasn't until I finished it and prepared to hand it over to publishers that I realized something else. I was hit by the thought that I wished that I had something just like this when I started Starling! Despite my years in business beforehand, there were still countless unknowns when I started the UK's first digital bank. Wouldn't it have been easier if I had a breakdown of all the shortcuts to help me build and grow my business? Well, there is one now, and I sincerely hope that it is of use to you as you start, or continue, the wonderful journey of running your own business. It may take away some of the concerns and clear the way to enjoy a few more of the great moments. After all, don't forget that one of the most important emotions around this endeavour is to *have fun*.