

Woman to Woman

Advice from female entrepreneurs

Aviatra alumni are powerful women, building their dreams while they build their businesses. They have been in the trenches and are generously sharing the lessons they've learned along the way.

We hope their advice will help you on your own entrepreneurial journey.

Define Success

"When you lead with purpose, you can create your own definition of success. Running a business can bring so much pressure and so much avoidance of failure. But we often forget the 'who' and 'why' within the reasons we set out on this journey of entrepreneurship. Instead of focusing so much on numbers to define your success, focus on helping others and making a difference with your products and services. If you're leaving the world a better place than you found it, then you are a success."

-Megan Grote, [With Grace B. Bold](#)



Find community

"Don't go it alone. Find as many resources as you can up front. Talk to anyone and everyone who will listen. Ask the hard questions. What I have found is people will tell you what they think makes them sound better/smarter/more successful and they leave out the more 'embarrassing' things. People need real talk. No sugar coating. Find a community who will give you that."

-Jennifer Panepinto, [Painted Bread Marketing](#)



Get help

"When you feel like you're drowning, get help. Hiring that first employee is the hardest. When you see how much they can help you, it will be easier after that."

-Mavis Linneman-Clark, [Delish Dish Catering & Events](#)

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Think big

"Your life gets to be as big as you dream it and as big as you BELIEVE it. YOU are the power behind your life, behind your business, behind all your endeavors. And that power comes from the thoughts you choose to think. You get to choose the thoughts you focus on so choose the thoughts that serve you." -Karen Durbin, [Certified Life Coach](#)



Be consistent

"To paraphrase Bill Gates, we tend to overestimate what we can accomplish in one year and underestimate what we can accomplish in one decade in business. I have learned that there are two top strategies for business success. One, keep taking consistent action because those little actions add up to big achievements. Two, believe in what you're creating." -Lisa Woodruff, [Organize 365](#)



Keep the faith

"Whenever someone tells you something cannot be done, ignore them and move on. This just means you're talking with the wrong person." -Robin Gentry McGee, [Functional Formularies](#)



Know your personal mission

"Your mission begins with your core values and drives everything you do. It begins with the story of you. As an entrepreneur, your mission also serves as your brand identity. When you clearly articulate your mission, you attract the people who need you." -Alexia Zigoris, [Alexia Zigoris Coaching](#)