* 5 ultimate tips by Isabelle Ulenaers / SELF

The first one is to just start, begin at the beginning. Very basic: what do I need and what can I realize with this? And what do I need next and can I get by this? One step at a time.

Secondly, to have a very good view of your very own ‘lighthouse’. You’re at sea in a boat and you need to start rowing. In the beginning, the boat is very small, with very little aboard. You’re on your own and storms are coming. But you need to focus on where to find your lighthouse, where you’re heading. A lot of people will tell you what to do, but it is important to stick to your own compass and your own lighthouse. Don’t make a 360-degree turn because of what someone is saying.

Thirdly, we often say ‘oops’ and ‘are you sure you want to do this?’. People around you may not always support you, but I think that you need to trust your gut and just get started. In particular, look for people near you who will take you along in your enthusiasm. Experts as well, since you are the core of everything and cannot have the expertise in all fields, such as finance, product development, marketing etc. Be sure to surround yourself with people that you like, that are positive and will not restrain you, people with expertise.

A further tip is that you need to know that everyone has ups and downs, everyone has ‘shitty’ moments and may be in a storm at sea with waves coming over him, shivering in his boat.

Sometimes, there’s a lot of showing off by other, stronger-looking boats that seem to have been growing for years without having suffered from even the smallest storm or waves. But that is not true. Each company has cashflow problems, staff problems, is searching, has productions that go wrong… That’s just the way it is. And it’s the same for all of us, and that’s totally okay.

**One final tip: try to think in a solution-oriented manner. There will always be problems, challenges, things you haven’t anticipated or pitfalls.**

It’s not necessarily a bad thing to go through the emotion of ‘oh no, what now?’, but try to let go of it very quickly and realize that this is the reality and you have to deal with it. How to proceed and how to approach things, who can help me. Let go of the negative thoughts and simply see the fun of it, the fun of having another (small) fire to put out.