

## How to be a weekend entrepreneur

**AT 10 YEARS OLD**, Nely Galán began selling Avon products to help her immigrant parents pay her Catholic-school tuition. She later became the first Latina president of a U.S. television network (Telemundo) and an award-winning producer. Today she trains multicultural women in entrepreneurship through her initiative, the Adelante Movement. Galán, whose book *Self-Made* comes out in the spring, says all women should exercise their entrepreneurial muscles.

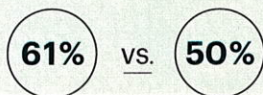
**SELL YOUR OLD BOOKS** “Etsy and eBay are the perfect platforms to launch side businesses. If you’ve never sold anything online, start with books on Amazon. It’s easy to set yourself up as an individual seller [find instructions at [services.amazon.com](http://services.amazon.com)], and you don’t need to worry about taking photographs, because most book covers are already on the site. Once you’ve registered as a seller, all you really need to do is type in the ISBNs of your books to list them and choose your selling price based on what other sellers are asking for the same title.”

**GO ON A TREASURE HUNT** “Think of your home as a store full of unsold inventory. Go through the books, kids’ toys, DVDs, vinyl records and gadgets you don’t use. If you have any Disney or *Star Wars* memorabilia,

it’s worth gold! Sell everything you collect on Amazon and eBay” ([ebay.com/sell](http://ebay.com/sell)).

**SET PARAMETERS** “Running a small business does not have to take over your life. It can be confined to one or two days a week or just Saturday mornings. You can even set up your seller profiles so that customers know you ship items only one day a week.”

**TAKE IT UP A NOTCH** “Once you’ve gotten the hang of selling, list other people’s items for them and split the money. Or think of your house as a store of rentable inventory: Rent out a room on Airbnb, your garage as storage, your wedding dress or your car for a weekend. You can drive for Uber or own a franchise. Think like an owner, and the possibilities are endless.” —**CATHERINE HONG**



The **success rate of start-ups** with five or more women in high-level positions, compared with start-ups that have two or fewer female executives, according to a Dow Jones study.

## DON'T HAVE ENOUGH MONEY TO START A BUSINESS? GOOD!

**AFTER MY FIRST** year of college, my mom announced she was out of money. I'd have to come home and work. A year later, I returned to school knowing that no matter what happened, I'd always be able to support myself. This confidence proved invaluable when I cofounded my investment firm, Rose Park Advisors.

Many of us don't have the money we think we need to start a business. But in my years of investing in and advising women-led companies, most recently at Springboard, I've found that many successful entrepreneurs are able to start their businesses with what little money they have, going after funding once they have a proven track record. Often that doesn't take long; a lot of bootstrappers can turn a profit after a year or two. I'd say they are successful not in spite of but because of the lack of money.

“Starting a business with nothing taught me how to run lean,” says Susan Petersen, founder of Freshly Picked, which makes moccasins for babies. Her family was struggling to make ends meet, but she had an idea. With \$100, she went to a garage sale and bought a huge bag of scrap leather and a sewing machine. Then she taught herself to make moccasins. She sold her first prototypes on Etsy. Today, Freshly Picked has \$5.3 million in annual sales.

There are lots of ways to bootstrap your business: Use a 3D printer to create a low-cost prototype of your product; make a website cheaply at Wix ([wix.com](http://wix.com)) or Square-space ([squarespace.com](http://squarespace.com)). Hire temporary workers and borrow or lease equipment. Most important, barter. Even if you aren't cash poor, working with what you have will prove out your business model more quickly.

—**WHITNEY JOHNSON**, @johnsonwhitney

**WHITNEY JOHNSON's** latest book, *Disrupt Yourself*, came out in October.