SAVVY
OIL & GAS CONSULTING

Top 10 Tips When Starting a Business

1. **Hire a Team of Unicorns**
   Success starts with people. Hire exceptional talent smarter than you, empower them to lead with confidence, and continue investing in their growth. Curate your dream team with purpose.

2. **Lead with Authenticity, Not Expectation.**
   Don't dim your light to fit in. Whether it's a bold dress or a unicorn logo, your uniqueness is your power. The right clients and collaborators will be drawn to the real you.

3. **Build Your Personal Board of Directors.**
   Success isn't a solo act. Surround yourself with people who challenge, support, and guide you - family, mentors, peers, and professionals. Revisit and refresh your "board" as your business grows.

4. **Outsource What Others Do Best.**
   Hire experts for the tasks that aren't your strengths. A great accountant, lawyer, and marketing partner can save you time, stress, and costly mistakes while freeing you to focus on your genius.

5. **Practice an Attitude of Gratitude.**
   Gratitude builds what I call "relationship capital." Be intentional about thanking clients, celebrating your team, and uplifting others - you'll be amazed at how that energy flows back to you.

6. **Be Strategic, Intentional, and Consistent.**
   You don't have to outspend your competition - just outthink them. Create a clear, consistent brand that reflects who you are. Every post, email, and meeting should align with your mission.

7. **Invest in Marketing that Feels Like You.**
   Your brand should tell *your* story. Whether it's your logo, colors, or tone - make it personal. Authenticity isn't just memorable; it's magnetic.

8. **Network with Purpose, Not Pressure.**
   Networking isn't about working a room - it's about creating real connections. Ask questions, listen deeply, and follow up meaningfully. Be intentional about where you show up and why.

9. **Know Your Social Battery.**
   Networking and leadership can be draining. Plan for it. Recharge when needed so you can show up fully. A rested, present version of you is your best business asset.

10. **Choose Positivity Every Day.**
    Pressure is a privilege. You can't control every challenge, but you can control your attitude. Lead with optimism, kindness, and gratitude - and watch how it transforms your business and your life.

smagruder@savvyogc.com
savvyogc.com
713.825.1287
118 Vintage Park Blvd
Suite #W760
Houston, TX 77070