

01 Entrepreneur ship 2.0



Currently:



NIEC

Norwegian International Entrepreneur
Conference

AARTUN & Co.

Aartun Speakers



KRISTIAN AARTUN
serial entrepreneur

02



03

04

Find that thing you love!

"All achievements, all earned
riches, have their beginning in an
idea." Napoleon Hill
(author of 'Think and Grow Rich')



"A Goal is a Dream with a Deadline"

05





"It is not enough to be busy.
So are the ants.
The question is:
What are we busy about?"

Henry David Thoreau

FOCUS
CREATIVITY
PERSISTENCE
STRATEGY
LEARNING
ANALYSIS
INNOVATION
CONFIDENCE



06

Find your team.

"If you want to go fast,
go alone.
If you want to go far, go
together."

ADVISORS
MENTORS
ACCOUNTANT
CO-WORKERS
COMMUNITY
FAMILY
FRIENDS

07



08 Fine-tune your plan.

"Do the difficult things while they are easy and do the great things while they are small.
A journey of a thousand miles must begin with a single step."

Lao Tzu





09

Find the money.

SAVINGS
CROWDFUNDING
EXTERNAL INVESTORS
GRANTS
CUSTOMER FUNDING
FRIENDS & FAMILY

"An entrepreneur without funding
is a musician without an instrument"

Robert A. Rice Jr.

VISION
BRANDING
QUALITY
MARKETING
STRATEGY

10

Start selling.

**Be
authentic.**

**CREATIVE CAMPAIGNS
COPY WRITERS
INFLUENCERS
SOCIAL MEDIA
SEO
STORYTELLING
VISIBILITY
PRESS**

**BRANDING
NETWORKING
PITCH**

11

12

"The reason we struggle with insecurity is because we compare our behind-the-scenes with everyone else's highlight reel."

Stay focused, believe in your purpose and keep going.





FAIL

First Attempt In Learning!

FEAR

False Evidence Appearing Real!

**"SOMETIMES YOU EARN,
SOMETIMES YOU LEARN."**

14 Challenges.

- #1 Picking the RIGHT business
- #2 Finding the RIGHT employees
- #3 Financing your business
- #4 Finding customers
- #5 When to quit your day job?
- #6 Dealing with the stress of not having a regular paycheck
- #7 Dealing with negative people, self-doubt and loneliness
- #8 Building the RIGHT reputation
- #9 Dealing with competition
- #10 Finding trustworthy partners

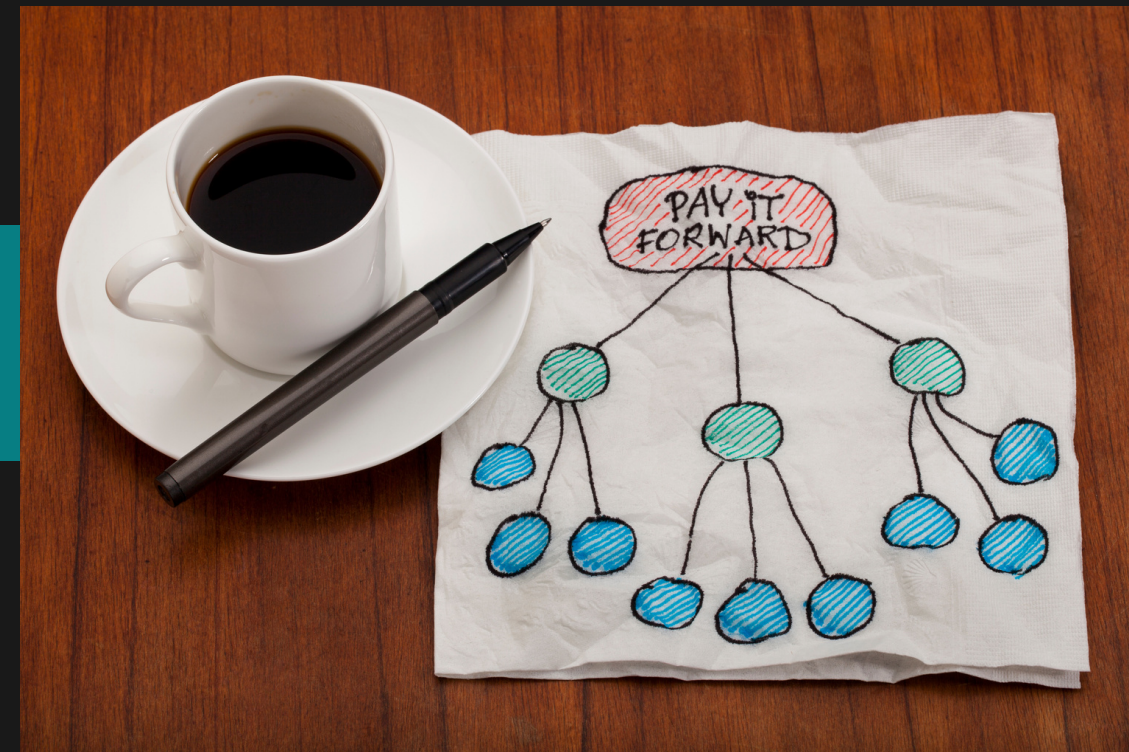


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Success? Pay it forward!

"When you learn, teach.
When you get, give"
Maya Angelou

- # OFFER YOUR FREE EXPERTISE
- # INVEST IN YOUR COMMUNITY
- # ENCOURAGE GENEROUSLY
- # GIVE REFERRALS TO OTHER BUSINESSES
- # BE GENEROUS WITH YOUR TEAM
- # BECOME A MENTOR
- # ADOPT A CHARITY



16 Q & A

your call