



IO1: Storytelling Mentorship Guideline for Youth: How to mentor young people to start their own business.

VIDEO SHEET AND HIGHLIGHTS

Title	SIE - Success Stories FULL UK Entrepreneur 1 Rosie
Length	8 minutes 53 seconds
Language	English
Subtitles	English
Topics	<p><i>Rosie introduces herself and what she does. She gives an overview of digital marketing as an umbrella term. She explains her motivation or an occasion that made her develop her own business at 18 years old and the potential barriers, and then explores what makes her happy working for herself and self-doubt.</i></p> <p><i>Rosie shares her educational background and what preparation she had in working for herself as an alternative to a university career. She explains how she is self-taught and where that training came from.</i></p> <p><i>Rosie recalls the fear of starting out in your own business, which was a leap into the unknown for her as she changed countries. She also explains how she developed tangible and transferable skills as a back-up plan.</i></p> <p><i>In relation to Covid 19 she explained how this affected her industry and how customer facing challenges ensued. She said there were very few positives from the pandemic but her resilience improved.</i></p> <p><i>Rosie explains her passion that allows her to work online at the same time – pet sitting and her love of pets, and how she wants to make training.</i></p> <p><i>Rosie shares her knowledge and experience of networking, and how reputation is crucial in the online as well as the real world. Her tips for entrepreneurs include strong scheduling and time management whilst looking for new opportunities and using a calendar. Reflecting on her past mistakes she states that its always important to keep trying and rise from failure. The hardest lesson and mistakes to be avoided for Rosie included offering or doing work for free and to recognise her own special skills – knowing one’s own worth! Finally, the advice to give your younger self – not doubting your own talents!</i></p>
Description	<i>Success Story Interview module with Entrepreneur 1 Rosie as part of the Social Innovation for Europe KA2 Erasmus+ Youth Project</i>
Highlights	<ul style="list-style-type: none"> • <i>Developing tangible and transferable skills as a back-up plan.</i> • <i>Building resilience is a must.</i> • <i>Follow your passion</i> • <i>Reputation is crucial in the online as well as the real world.</i> • <i>Never doubt your own talents</i>