

Twisted Tips For.....



Building Your Dreams!

"Give a friend a fish, and you feed them for a day. Teach them how to fish, and you help them feed themselves for life."

We started our pretzel company in May 1995 with a credit card and a dream. Through the ups and downs, challenges and successes...it has been an incredible twisted adventure! Over 13 years later, we sell our gourmet soft pretzels at grocery stores across the country, from Jewel to Dominicks and Whole Foods...in bookstores like Barnes & Noble and Borders...at Midway Airport...on QVC television...and more! We hope our story can be an inspiration for building your dreams. All the Best,

Kim + Scott

T Find a mentor who can guide you and support you.

"We sought out a husband/wife couple who had a successful bakery business. They agreed to mentor us, and we learned so much from them."

W Seek local organizations, which have classes on starting your own business.

"I took a class from the Women's Business Development Center in Chicago. It was one night a week for 4 weeks, and it gave me the foundation to know how to get started. They also offered free counseling which was invaluable!"

I Write a detailed business plan!

"To know where you are going, you need a plan. It's critical to write a plan to use as a road map for the future."

S Don't take "no" for an answer, and stay away from naysayers.

"It's critical to surround yourself with people who believe in your idea. If you get a "no," consider it one step closer to the "yes."

T Write affirmations of what you want to create, and put them everywhere!

"We wrote the affirmation...We have a million dollar business...when we had less than \$100,000 in sales. We put out the idea of what we wanted to create, and we made it our truth. Make it your truth, and you start to build the reality."

E Never give up!

"We believe there is always a way. When challenges come our way...as they do...we write down all the different options and different people who can help us. Giving up is not an option. The dream and vision is way too important."

D Don't be afraid to acknowledge your weaknesses. Find people who are experts in different areas and surround yourself with great people.

"This has been a valuable lesson for us. The more we let go of the areas we are not great at, we start focusing on our gifts and what we are best at doing."

! Live your passion.

"If you love what you do, and it has deep meaning and fulfillment for you...the money will come. It has to be about much more than money...with deeper intentions that are true to your mission in life."

We invite you to visit us online at www.kimandscotts.com • Empowering Entrepreneurs...One Pretzel At A Time!

