Entrepreneurship

Taylor Heaton, Mom on the Spectrum



TAYLOR HEATON
Mom on the Spectrum

Hi!

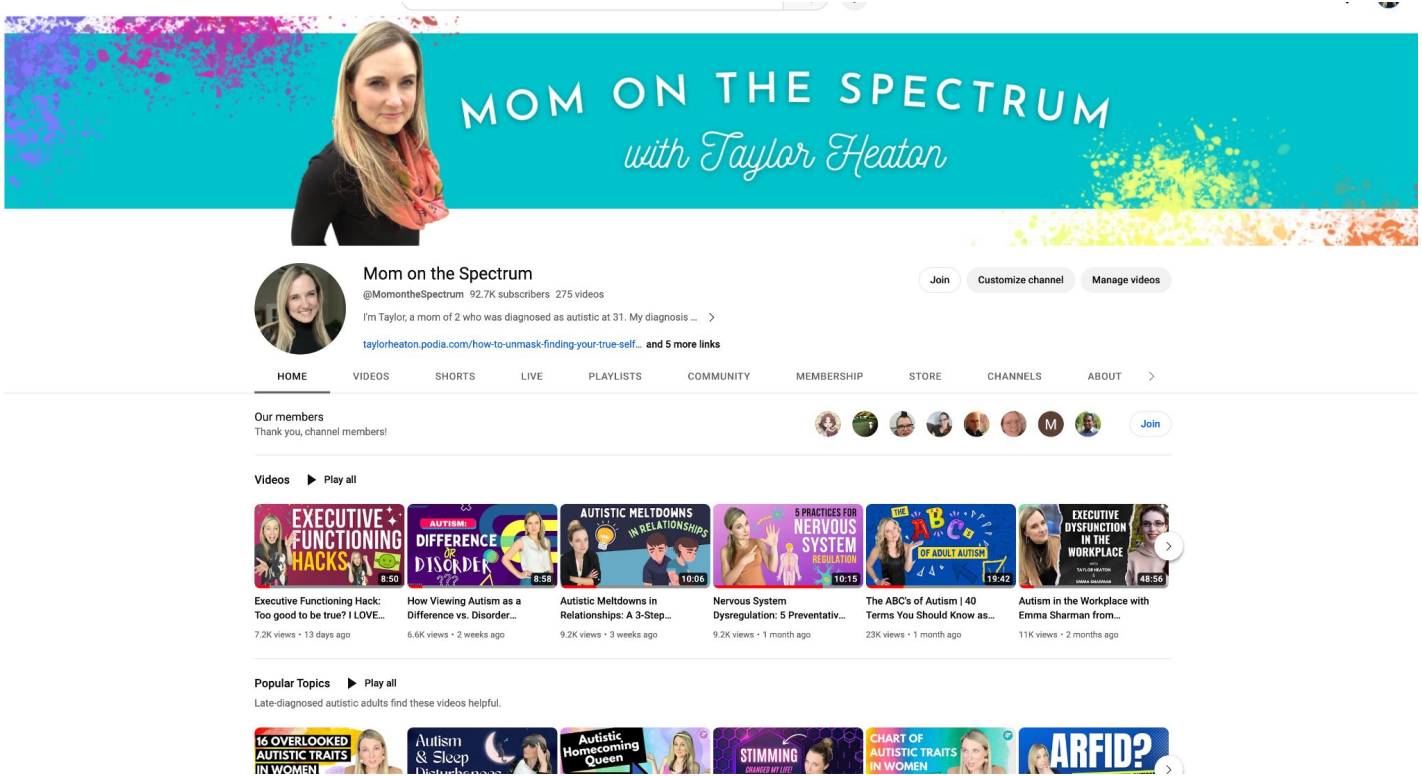
My name is Taylor. I'm a YouTuber!

That's my full time job, and I'm here today to teach you more about what it means to work for yourself, also known as entrepreneurship.



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My channel: Mom on the Spectrum



MomOnTheSpectrum.life

How did I get here?

- Both of my parents are entrepreneurs and I watched them run their companies while I was growing up.
- I have a LOT of different interests and I like to find ways to monetize them.
- I like making my own decisions.
- I tried out a LOT of ideas and changed them over and over and over again until I found something that worked.
- My journey to becoming an entrepreneur was born out of my desire to teach others about hard things I've been through and the lessons I've learned.

Taylor Heaton
FLUTE STUDIO

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What is entrepreneurship?

- Setting up a business
    - This involves taking risks in the hopes of making money

What business ideas do you have?



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Important Terms

- Entrepreneur: someone who starts their own business
- Investment: money or resources you put into a project or business in the hopes that it will make you MORE money
- Expenses: Something you need for running your business that costs you money
    - Some of my expenses include: internet, video editing software, graphic design software, website, insurance, scheduling programs, microphone, computer
- Profit: what you earn after your expenses are paid



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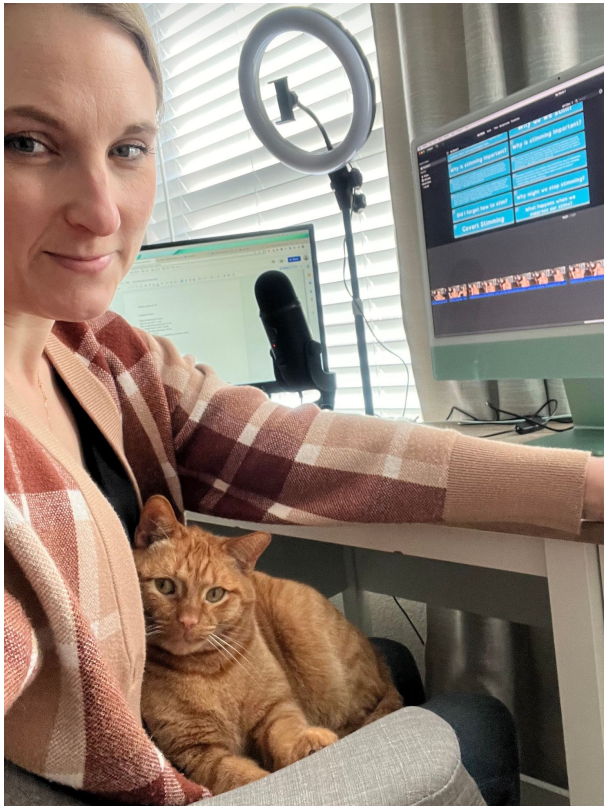
Entrepreneur Characteristics

- Brave
- Resilient (can keep trying even after lots of failures)
- Determined
- Full of ideas
- Strategic
- Motivated
- Likes to learn & asks questions
- Can see projects things through to the end
- Risk-taker
- Can handle criticism/negative feedback
- Positive sense of self



Important Business Principles

- Define your “niche” or audience and learn as much as you can about them.
  - Who are you going to sell your product or service to?
  - What does their day look like? Where do they shop, what do they wear?
- Identify a problem your audience has and find a solution you can offer.
- Share about how YOU are the perfect person to solve their problem!
- Take risks.
- Respect your customers.
- Always keep learning.
- Take time to set goals and dream big.
- Keep trying!
- Practice self-compassion and find opportunities to see problems as opportunities for growth.
- Connect to other entrepreneurs who are further along than you and ASK QUESTIONS!



My Job Responsibilities

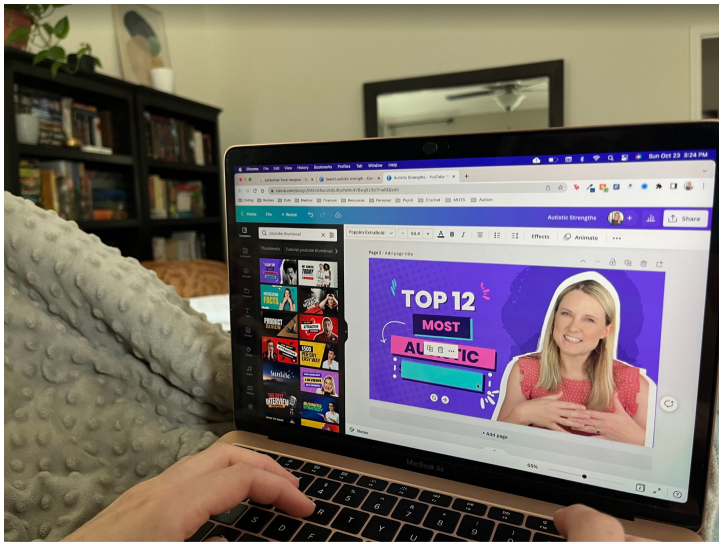
- Creating new content
    - Videos, social media posts, classes, webinars, digital downloads, courses
- Research
- Managing my finances/budgeting
- Responding to my client's questions/issues
- Meeting with other content creators to generate new ideas
- Creating new product partnerships
- Advertising/Marketing my content



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Benefits

- I get to do what I want to do when I want to do it.
- I create my own schedule.
- I have flexibility and can do things with my kids whenever I want to.
- I get to define what is important to me and then take steps to create my ideas.
- I get to work from home.
- Whenever I take risks and it pays off, there are big rewards! Mainly because I only have to pay myself and not other employees.



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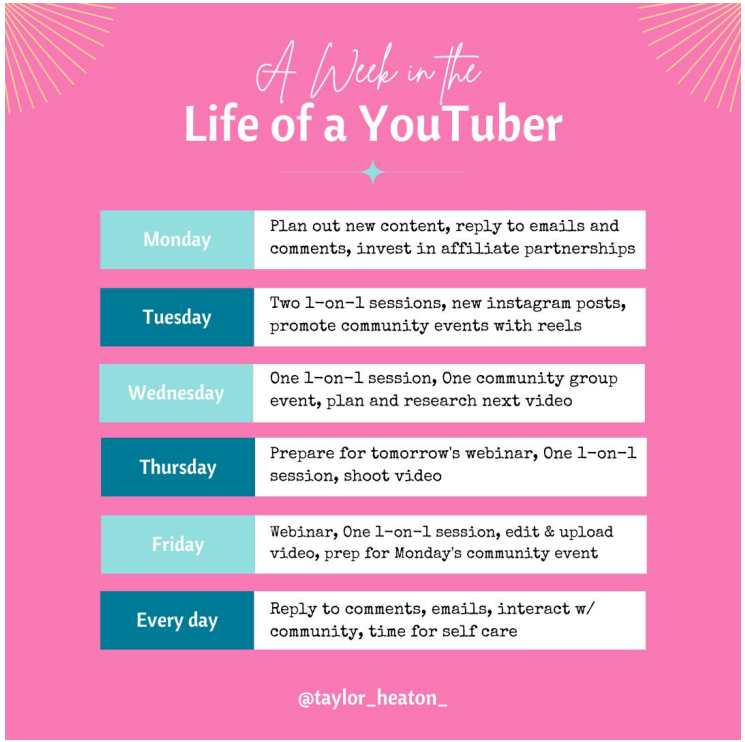
Challenges

- Nobody is telling me what to do, and sometimes I run out of ideas or don't have enough motivation to work.
- My income is different every month and that makes it challenging to budget.
- There is a lot of risk involved because no one is going to save me if something goes wrong.
- There are a lot of distractions at home.
- Sometimes it gets lonely!



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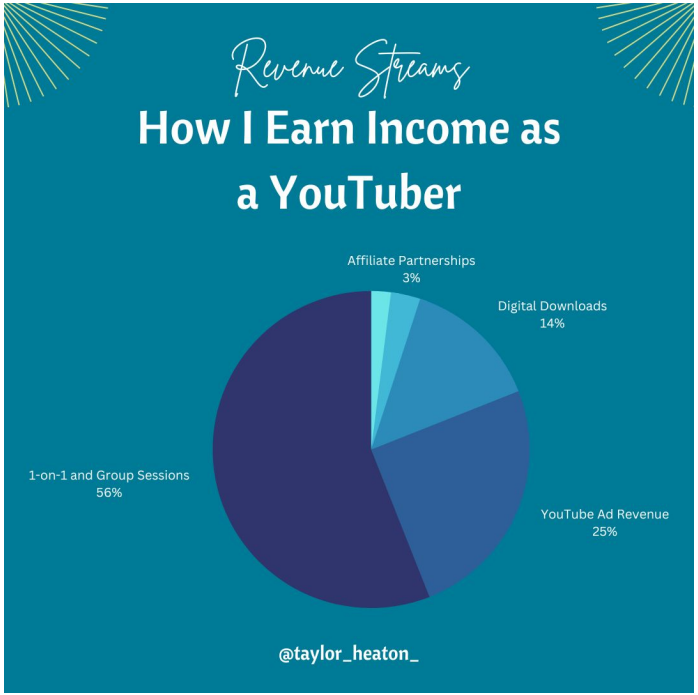
What My Week Looks Like (an example)



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Ways I Make Money

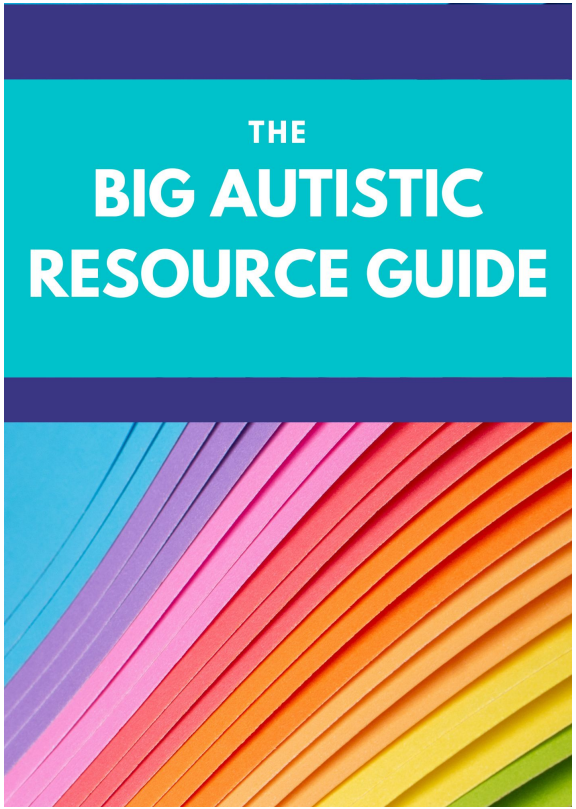
- Ad revenue (this is the money I get paid when other people watch ads on my YouTube videos)
- Product partnerships (commission-based)
- Digital downloads
- Online courses
- Teaching classes/webinars
- Merchandise
- Donations

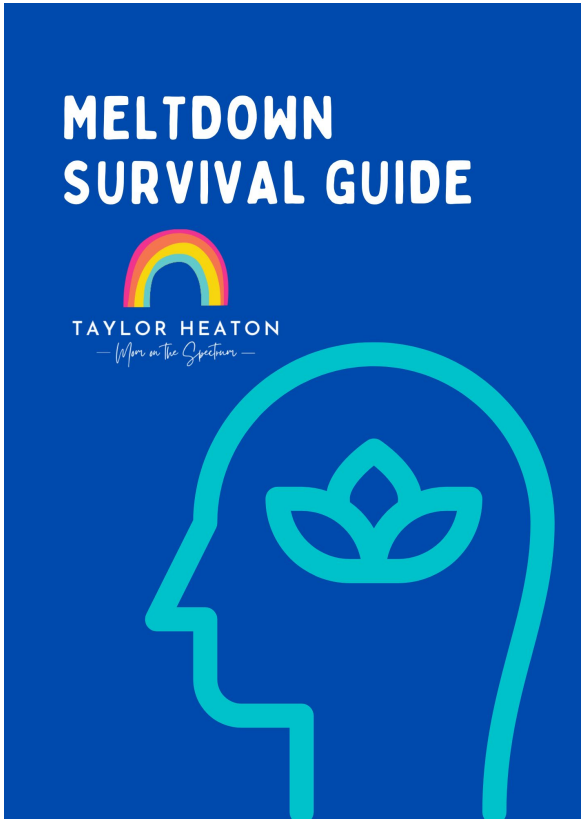


The cool thing about the internet is that I can create things that other people buy WHILE I'M ASLEEP!

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Some of my work examples





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How to Unmask | Cultivating Your True Autistic Self

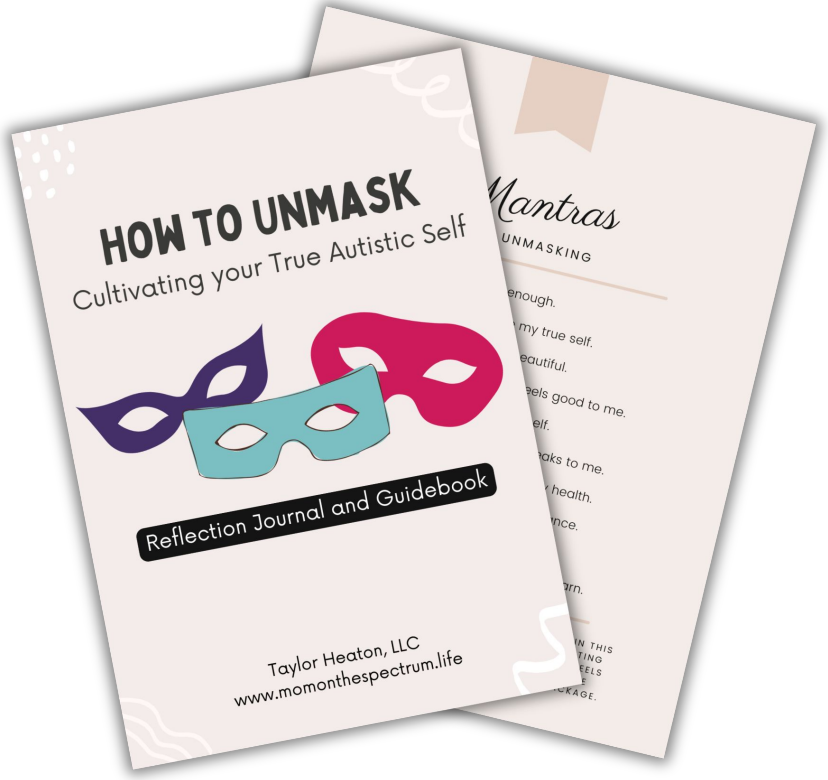
Course

The How to Unmask Course comes with

- 🎯 6 Teaching Videos (70+ min of course material)
- 🎯 28 page Reflection Journal and Guidebook
- 🎯 8 min Unmasking Meditation
- 🎯 Mantras for Unmasking PDF
- 🎯 1 Year of access to online MOTS Community
- 🎯 Transcript of each video lesson
- 🎯 Slideshow to support each video lesson
- 🎯 Taylor's List of Supplemental Resources and Support

Buy now





DOWNLOAD THE ABC`S OF AUTISM



ATTENTION
MEDICAL PROVIDERS & LAW ENFORCEMENT



My name is _____ and I am autistic.

In the event of emergency or stressful event, I may enter into an autistic meltdown and be unable to properly communicate.
You can help me by:

- Reducing sensory input (dim lights, reduce volume, remove upsetting visuals, etc.).
- Allowing me to communicate via writing if desired.
- Using a calm voice and asking one question at a time, allowing me plenty of time to answer.
- Allowing a support person to stay with me, if at all possible.
- Not touching me without permission.
- Focusing on the "why" behind what needs to be done and giving me explicit step-by-step instructions.

Steps to Create Your Own Business

1. Identify something you are really good at or have an interest in.
2. Develop your skills and become as good as you can be.
3. Write down ideas about how your skills can help other people.
4. Write down what types of people your skills can help.
5. Start sharing information about how people can contact you if they are interested in your skill/product. (Flyers, bulletin boards, talking to people you meet about what you are offering)
6. After you start sharing your skills/product with others, take notes on how you can improve and keep exploring new ideas!



I’d love to connect with you!

- https://www.youtube.com/momonthespectrum
- Instagram: @taylor_heaton_
- TikTok: @taylor_heaton_
- https://www.momonthespectrum.life

