

# How to Feel Empowered as a Female Entrepreneur

20 Female Entrepreneurs Share Sentiments On How To Feel Empowered In Business and Life



Lexie Smith

Follow

Nov 19 • 28 min read



The quote “*empowered women empower women*” is by no means new or unique in the world of female entrepreneurship. Nonetheless, it’s always been a saying that has resonated with me on a deep and personal level.

When I first heard it, my millennial brain immediately categorized the concept as the “anti” hit blockbuster Mean Girls movement (*you can’t sit with us!*) AKA if Regina George had simply felt empowered *herself*, she likely would have been a whole lot kinder and supportive to her tribe.

Fast forward to this year when I launched my company, THEPRBAR inc., with a mission to empower female entrepreneurs to build their own empires. Fast, fast, forward to October as I collaborated with 8 other female founders and coaches on an upcoming launch called The Empower Project. Are you beginning to sense a theme?

**This girl over here likes the word “empower”, to put it lightly.**

When The Empower Project launched on November 1, I received a DM on Instagram that inspired me to create the following roundup. In this DM, I was asked, “so, what do you do to feel empowered?”

I answered: *I educate myself — I find that knowledge is power.*

“Said DM-er” seemed content with this response.

I, however, was not. It got my wheels turning, and I decided to open up this topic to the #girlboss masses.

network and make connections. Building relationships with others can be one of the best ways to learn and grow both your business and your knowledge. You never know where a connection could lead you!

**Please tell us about one of your favorite female-owned businesses.**

Yummy Spoonfuls, a frozen organic baby & toddler food company. Its Founder, Agatha Achindu, is so passionate about the importance of children's health and nutrition, and I love that she really personifies her company's mission. As a mom, it's great to see other mother's proving to the world that you don't have to choose between work or life. You can have both and teach your kids some incredible lessons along the way. Her website can be found [here](#)!

. . .



Emilia Taneva | CEO | [Bubbly Moments](#) |  
[@bubbly.moments](#)

**What makes you feel empowered as a business owner?**

Making money always helps! When business is good, you feel good. You feel empowered. But, true empowerment has to be deeper than that, because running your own business is hard. Most days, you're going to have difficulties and setbacks to deal with. Feeling empowered becomes more about knowing you can handle the challenges that life throws at you and carry your business through them. Another thing that will bring you a true sense of empowerment is when you can genuinely stand behind whatever you're selling, whether it's a product or a service. When you're on a mission to make the world a better place, you feel empowered.

**What is one piece of advice you would like to offer other female entrepreneurs?**

Educate yourself, because that's what sets entrepreneurs apart from employees. There's nothing wrong with working for a paycheck, but if you want to run your own business or develop something cutting edge, you've got to know about business and finance and marketing and all sorts of stuff employees don't need to care about. More important than knowing is knowing what you don't know...so you can learn it, or get help. Don't be afraid to ask for help, and don't be afraid to delegate tasks, especially when you're growing a business. Successful business owners don't try to do everything themselves. Lastly, I would say that you've got to be persistent. Pretty much everyone who works for someone else is working for someone who didn't give up when everyone else quit.



**What is one FREE tool or resource that has helped you achieve success?**

The local library. The internet is full of advice, and some of it is good, but some of it is bad. Published material has gone through a vetting process, so you know it's got quality content written by people who know what they're talking about. There are plenty of entrepreneurs who have written helpful books to get started. These books shouldn't intimidate you — they're usually very easy to read. You don't have to pay for coaching or a weekend seminar to get started. You can just go down to the library and check out books by those who have already gone through this process. Don't just limit yourself to books on this topic written by women, although in recent years there has been a lot of them. Learn from everyone and see what they have to say; you never know what's going to help you. Keep in mind that knowledge is power. For example, 85% of self-made millionaires read around two books per month.

**Please tell us about one of your favorite female-owned businesses.**

I actually have two businesses in mind. One I like is The Honest Company, which was founded by Jessica Alba. She's shattered the paradigm that female celebrity is just about looks or acting ability, by starting her own company of environmentally friendly household products. The mission of her company is even more admirable because it's not at all about just turning a profit; it's about empowering other people to make consumer choices that minimize damage to the planet. Another company I like is Goop, which was founded by Gwyneth Paltrow. It's a sort of lifestyle company with a mission to empower women to make better choices in areas like food, wellness, travel, fashion, and relationships. It can be hard to wade through all the information on the internet to get advice, but Goop is a convenient community for women to find advice on different topics. This goes back to what I said about empowerment and business — you feel more empowered when you offer something of value.

• • •



Josephine Musco | Founder | Olyxir LLC | @olyxir

**What makes you feel empowered as a business owner?**

Being ethical in my practices and true to my word. Standing my ground when it comes to my values is so empowering not only as a business owner, but as a person. The simple thought of making a positive change in the world and contributing for the betterment of humanity is empowering.

The beauty of what I do is: I'm not competing with anyone, I'm just taking