

What Advice Would Indie Beauty Entrepreneurs Have Given Themselves At Their Brands' Launch?

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NO STUPID QUESTION
ALICE MROCKZKOWSKI



In this edition of Beauty Independent's ongoing series posing questions to beauty entrepreneurs, we ask 12 founders and executives: Knowing what you know now, what advice would you have given yourself at the start of your brand?



PAAYAL MAHAJAN
Founder, Essential Body

Rely on your own resources, and don't listen to people who make lofty promises. I made a few expensive mistakes along the way because I didn't listen to my gut. I hired an agency to build my website who charged me way too much money and gave me garbage that didn't work. I had to scrap it, and turn to my own developers in my office and rebuild the website from scratch. Lesson there? Even if my guys took time, in the end, the website I built with them makes me happy. I'm not agonizing over losing money and time to low-quality work with horrific deliverables.

I also had to fire someone who was working with me because they were not performing, costing me a lot of money and, as I discovered, they were grossly misusing company equipment. Lesson there? You have to be willing to make the difficult call and cauterize the wound before it bleeds you to death. The point is, you can allocate X dollars for your business and stay on budget for the most part, but you will never be completely prepared for the sudden twists and turns that come your way. You have to be willing to be patient, make the tough calls, adapt and improvise.