Let’s talk about…

Launching your business

with Spice Kitchen founders, Sanjay and Shashi Aggarwal.

Watch our ‘Let’s talk about …’ videos for tips and insights to help you grow your business in the digital world.

Tip 1:
Take risks
You need to think carefully when you’re taking risks. But to succeed and see your business grow, it’s important to take them.

Tip 2:
Be visible online
You don’t need to have a full-blown website to be online: a single landing page, or even just social media, can be enough.

Tip 3:
Share your story
Make sure your passion for what you do shines through online. Show what goes on, tell your story and develop a brand that your customers love.

Tip 4:
Listen to your customers
Your customers can teach you about your products. Listen to what they say on social media and find out what you need to improve.

Tip 5:
Understand your limitations
There’ll be certain things that you just can’t do on your own. Accept you can’t be an expert at everything. It’s OK to employ someone else.

“When you’re online, you’ve got access to the whole world. So just try it. If it doesn’t work, you can always pull back.”

Shashi Aggarwal

Learn more from Sanjay and Shashi at bt.com/skillsfortomorrow/work-life