



Let's Talk About...
launching your business with
Sanjay and Shashi Aggarwal

'Let's Talk About' is our series of videos offering practical digital skills advice to help make your life easier. In this episode, Sanjay and Shashi Aggarwal, founders of artisanal spice and tea company, Spice Kitchen, share some tips for launching a business online.

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Anyone who has an idea can start very small and expand from there. When you're online you have access to the whole world. Just try it, and if it works it works. If it doesn't, you can always pull back.
– Sanjay & Shashi

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Tip 1: Take risks

Of course you need to think carefully and make wise decisions when you're taking risks, but to succeed and see your business grow, it's important to take those risks.



Tip 2: Be visible online

You don't need to have a multipage website to have an online presence. Having a single landing page or even a social media account will let your customers know who you are and what you do.



Tip 3: Tell your unique business story

Share online what you do on a regular basis and what goes on behind the scenes. It can help you tell your story and develop a brand that your customers know and love. Your passion for what you do shines through in person, so make sure it's the same online.



Tip 4: Listen to feedback

Take notice of the comments your customers leave on your social media accounts. They're the people who are paying money for your products, so listening to them can help you understand how to improve.



Tip 5: Understand your limitations

As an entrepreneur you need to wear many hats. But when it comes to specialist areas like branding and packaging, accept that you can't be an expert at everything. Sometimes it's better to employ someone else to get the best results.

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