



Eat! Drink! Move! Think!™

Contact: Sarah Vinch

Tel: 671-653-0078

Email: info@fudoboards.com

FOR IMMEDIATE RELEASE

THE HUMAN SIDE OF BECOMING AN ENTREPRENEUR

We need pep talks too

Glenwood, Iowa – August 25, 2008 - The development of my füdo Boards project - I have been at it for four years now. I don't have an MBA. I'm a teacher and a stay at home mom of two young children. I'm your everyday gal. But this everyday gal is on a mission to see her product come to life. I've learned many things about starting a company and inventing a product on this journey. It's been a long road with countless lessons. I'd like to share a few of the most practical lessons I have learned and how they have been relevant to my search for the end of this marathon we call entrepreneurship.

Take a good look at yourself and your surroundings. There's a saying, "In order to know where you are going, you need to know where you are coming from." Be appreciative of the physicalities in your life that support you on this wild ride. I'm a Jersey Girl relocated to Iowa. If you're from New Jersey you may think that is cause for concern right there, but moving to the Midwest has enabled me to head down my entrepreneurial track. Growing up in Jersey, I learned how to speak up for myself. Some call it "outspoken", but I call it, "having a strong enough will to say what you believe and getting to the point". We really don't mess around in New Jersey.

Now my family has moved to the small town of Glenwood, Iowa right on the border of Nebraska. Yeah, there is corn here, but there is something else: Opportunity. Living in the Midwest where the cost of living is a fraction of the cost in New Jersey has helped my husband and me mold our family life into what we had always planned. I am able to stay home with our children and enjoy my most important job of being a mom. Life is slower here and people have time to enjoy life out of the cubicle. With a little extra money, time and an awesome idea I was able to take the first step to product development.

Know your story. Sometimes the best part of a product is the inventor's story behind it. As I stand at my kitchen sink washing lunch dishes, I love to fantasize sitting next to Oprah Winfrey chatting about "my story". There is nothing abnormal about this fantasy. All the motivational books out there tell you to visualize your success if you want it to happen, so that is what I am doing. Everyday that I work on my füdo Board project adds a little bit more sweat, tears and laughs to "my story", which by the way, will most likely be a best seller. Always be proud of how far you have come with your project. Somewhere along the line you begin to realize not everybody has this type of stamina, and that this might be one of your gifts.

Write, write, and write. I didn't know I could write until I tried. It came down to the fact that I wasn't going to pay anyone to write about something I was the expert on. Plus I didn't have the money.

When I first mocked up a fūdoo Board for some friends to try, I realized I was going to have to write some kind of instruction manual. Once I had my product idea, I faced the daunting job of writing a patent application for it. When I needed some structure for my company, Eat! Drink! Move! Think!, LLC, I knew I had to buckle down and write a business plan. And then it was time to write press releases for my fūdoo Boards and write for my website, www.fudooboards.com. The need for writing about your invention never stops. Don't be afraid to put your words on paper. Be yourself and then try to think like the professional who actually gets paid to write what it is you are writing!

Always be open to how people can help you. Get yourself ready to really listen to what others have to say. Listen to friends or family who might be in marketing, design, law, business or just might be your type of customer! Consider it free advice, but more importantly realize they are talking with you for a reason. Talk and listen with an open mind.

Recognize when you are on a roll. Although I have been on this path for three years, there have been super productive times and then there have been rather frustrating lulls. That's life right? Learn to realize when you are in the "zone" and use your energy and creativity to be the extra human being that entrepreneurship sometimes calls for. On the flip side, when you hit a lull in productivity, recognize it, allow yourself a break, and then make a plan for what will be accomplished once you are up and running again. For example, much of my productivity depends on my children. We had a time last summer when my son decided not to take naps anymore. Because my fūdoo Board project time was when my children took naps, I was extremely frustrated by the fact that I could feel the project slipping away as I lay next to my son singing his lullaby for the fortieth time. I had to step back, figure out another plan for work time, and then figure out what I was going to work on once we got my son's schedule in order.

Keep active with a couple things that are in no way connected to your project. The best way to avoid burnout is to find hobbies you like to do that give your mind a chance to think about something other than your project. This is the key to finding my creativity when I am hovering on the verboten precipice of stage three burnout. For me it is regular exercise, gardening and my yoga. By having other interests, my mind can relax and refresh itself to get back into my project the next day.

Get your sleep and listen to your dreams. If you keep active chances are you will sleep better too. As entrepreneurs, we just need to ease up on the coffee, get regular sleep and leave the heavy decision making at the bedroom door. Your project idea may have come to you in your dreams. My best ideas have evolved from bedtime thinking. My logo was inspired by the sun coming up on a new day and the sunny side up egg I was eating. Good thing I got my sleep that night! Use your down time to listen to your ideas. So unlock your lower lip from the coffee pot, pull your head off your work desk and go put your feet up!

Talk to yourself. I can't tell you how many times people have come to my back door where my kitchen is and caught me having another full blown conversation with myself (or Oprah) about what is on my mind. I'm a little eccentric so people know not to get worried, but I must say that my "self talk" has moved into what one might call the "motivational speech genre". No one is going to give you a more personal pep talk than yourself. Don't be afraid to look yourself up close in the mirror and seriously spout out all the reasons you know you can work on your invention that day. You believe in what you are doing. Like me, you may even use your invention, so know that you have to keep plugging.

Quit looking for the end. I graduated high school and we celebrated, I got my Bachelor's Degree and we celebrated, I got my Master's and we celebrated, I had my babies and we celebrated, but when are we going to see the end of this story? Just recently I had to come to terms with the fact that

there may not be an end to the intensity of developing a product you believe in. Just because I am writing this article, doesn't mean I have "finished" what I set out to do. It is just another step in the process of sharing my entrepreneurial ideas with others who may be in my situation. Writing this has been a bit of a pep talk for me. What I have found is that your end result or your goal keeps changing as your project evolves. That is really the life of an entrepreneur. Be strong and don't put off the celebration of all your hard work any longer. Celebrate what you have accomplished everyday.

About The Company

Eat! Drink! Move! Think!® is an online retail store introducing the second edition fūdo® Board. Available for families, schools, and dietitians, fūdo Boards help people learn about fun and healthy living by practicing the simple "food" and "do" way of life. Located overseas in Guam and also in upstate New York, fūdo Boards provides hands-on support, teaching expertise, and an empowering tool for guiding healthy-cool people all over the world toward a more balanced, fulfilling and connected lifestyle. Go to www.fudoboards.com to be convinced that healthy living is far from drudgery. Bold, smart design for modern adults, and fun, hands on learning for kids makes for unforgettable "food" and "do" experiences. For additional information, please visit our website, www.fudoboards.com or call 671-653-0078.

If you would like more information about this topic, or to schedule an interview with Sarah Vinch or Amanda Webber, please email us at info@fudoboards.com.