

# Kami Guildner, From Corporate to Entrepreneurship: Thriving Amid Challenges for Success - Episode 316

## In this Episode:

- Kami highlights the challenges you could encounter as you transition from your corporate career to becoming an entrepreneur
- The importance of building a solid foundation for your business to streamline and accelerate growth
- The significance of building genuine relationships, collaborating with peers, and creating an ecosystem where everyone can thrive together
- Why it's crucial to understand your customer's journey and how it differs from traditional marketing approaches
- The concept of embodying your brand by integrating personal stories, experiences, and expertise into your identity, creating a unique and resonant brand
- Why you need to fearlessly express your opinions, share your expertise, and position yourself as a thought leader
- The benefits of having repeatable marketing and sales processes
- How to create a scalable and straightforward offer that your customers will love
- The value of investing in personal and professional growth as an entrepreneur

## Notable Quotes:

“Know your worth, do the math, and understand what it's going to take to get to where you want to go.”

“Turn off the formulas and let your marketing and messaging come from the inside out to really bring your thought leadership out into the world in bigger ways.”

“The collaboration that happens between women entrepreneurs is so beautiful.”

“It’s not just about selling; it’s about addressing their immediate needs and providing solutions.”

## **Resources:**

**Kami Guildner** believes women’s voices matter. She is a connector. A storyteller. A business coach for high-vibe women entrepreneurs helping them #RaiseUP their Voice, Vision and Visibility for Impact and Business Growth.

Kami helps her clients build businesses they love with more time prosperity and more wealth prosperity. She weaves soulful inspiration into mindful business strategies, and this Soul+Strategy™ approach to business helps her clients succeed in business and worldly impact.

Kami’s community of entrepreneurs is creating a new paradigm of entrepreneurship, helping each other raise up in a ripple effect of impact. She is the best-selling author of [Firedancer: Your Spiral Journey to a Life of Passion and Purpose](#) and was named to the 2020 Twenty-Five Most Powerful Women in Business List by the Colorado Women’s Chamber of Commerce.

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**Apply for a complimentary coaching session with Kami:**

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**Join the Extraordinary Women Connect Facebook group facilitated by Kami Guildner:**

<https://www.facebook.com/groups/1386664118079263/>

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