

Inspiration, Strategies & Support with Debbie and Friends

TIPS AND QUOTES FROM LIZ LANGE

- Don't let obstacles stop you
I don't let obstacles stop me. In the beginning, the idea that I hadn't been to fashion school and I was not a trained designer made me think I could never be a designer, and that has turned out not to be true. It's almost like it is not in my DNA to think about problems or let them bother me. I think most successful entrepreneurs have that in common. Being an entrepreneur is tough, so you almost have to be like that. I joke that it's like Prozac runs through our blood.
- Ignore the naysayers! At first, nobody believes in a new idea
For a million nights before I launched my line, I was curled up in a fetal position, thinking, "This can't be a good idea. If it was, how could I possibly be the one who came up with it?" It amazes me that anything new ever happens because, until someone actually *does* something, nobody thinks it's a good idea. Market research and industry experts might tell you that something is a bad idea, but that shouldn't really affect you.
- Key features of the successful entrepreneur
 - People offer their advice and you may solicit it, but realize that you first need to follow what you think is right. Don't spend a lot of time focusing on what others think.
 - You can get distracted by all the noise in your industry, by people copying you or by what other people are doing. Try to stay focused on where you want to go, on what you are doing,
 - You have to be somebody who is naturally very positive, because there will be so many challenges. If those get you down, you're not going to be able to do it. You're not going to have the stomach for it.
- Always keep an open mind
Being successful calls for a certain amount of flexibility — learning as you go, changing course. It's important to keep an open mind while maintaining the belief in your vision at the same time.
- Encourage others to be honest, even with bad news
I used to say to all my senior employees, "You're not helpful to me if you're just saying 'yes' to me all the time." You can become isolated when you are shielded from bad news. You have to know the problems so you can solve them.

- Funding your new enterprise
I'm always a little surprised when I hear about business plans that raise a million dollars and then seem to burn through it. I am more a fan of the notion that, if you have the right idea and execute it correctly, the customer will come and from there money will flow and maybe you'll eventually take in more money to grow it. I like that more organic growth.
- Stay in touch with the customer
The more successful I got, there was the potential for not being as in touch as I had been in the beginning. I think for any business that is customer-oriented, you can never, ever, ever — no matter how big you grow — let go of that interaction with the customers. I answered every email to our customer service line personally. It was essential so I knew customers were having the experience they wanted. It taught me so much.
- Answers to 5 Quick Questions
 - **Last great book you read?** *Me Before You* by JoJo Moyes.
 - **Last great movie you saw?** *Night Will Fall*, a movie from Alfred Hitchcock as a young filmmaker after WWII, shown on HBO.
 - **Favorite restaurant in New York City?** Sette Mezzo.
 - **Red or white wine?** Red. Rosé in the summer.
 - **Recent celebrity who dazzled you with her style?** Kate Middleton.

RECOMMENDED RESOURCES

Liz Lange Online

- www.LizLange.com
- www.Shopafrolic.com
- www.hsn.com/shop/liz-lange/7263

Liz Lange on Social Media

- Twitter: [@lizlange](https://twitter.com/lizlange)
- [Instagram.com/lizlangeofficial/](https://www.instagram.com/lizlangeofficial/)