

# 5 TIPS From Sasha Dawn

In the podcast, Sasha Dawn, the CEO and Founder of Utopia Experiences, shares her personal story with us and how she connects family members through an online game platform. Running a start-up is tough work, but Sasha shares 5 tips to creating a business that helps you accomplish what matters to you. To learn more about Utopia Experiences, visit [www.utopiaexperiences.net](http://www.utopiaexperiences.net).

## TIP 01

### Listen to your heart.

What motivates you? What brings you joy? Sasha found joy in connecting people through online games. Through a series of events, she found a way to connect people in skilled nursing and rehab communities to each other and their families.

## TIP 02

### Find partners.

Sasha knew what she wanted her business to do, but she needed help with the software development to make it happen. She connected with her local SCORE and found mentors who could help her succeed.

## TIP 03

### Share your vision with others.

Sasha's SCORE mentors helped her share her vision with others. If you have service or product you are interested in developing, share your vision with others! They can help you fine tune your messaging and refine your product.

## TIP 04

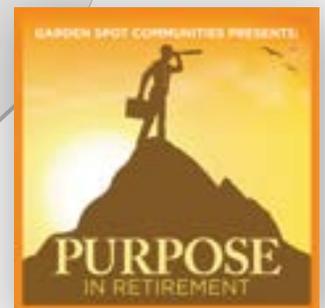
### Be aware of what you shouldn't focus on.

Sasha's mentors helped her to keep her focus on moving her product through the development process. She loved product testing and market research, but a mentor finally told her, "You have enough market research; you need to focus on bringing the product to market."

## TIP 05

### Have fun!

Running a start-up is hard work and requires lots of blood, sweat and tears to get a product from concept to market. In addition to surrounding yourself with supportive experts and continuing to follow your passion, it's also important to have fun! Take those extra moments to connect with your customers and team members and have fun!



If you find these tips helpful feel free to share them with friends, on social media, in presentations and shout them from the roof tops.

We can change the world if we pursue *Purpose in Retirement*.

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