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Felicia Shanken is a Women Strategist and Business Builder. She is the CEO/Founder of the Philadelphia Women's Network Connection, LLC and PWNC Foundation, Inc. 501(c)(3). PWNC is about strategizing with women business owners by identifying their strengths, building quality connections, and sharing resources that will get excellent and proven results in their business.

I have always told anyone that is looking to get into Entrepreneurship, it is not for the faint at heart. There will be many days you will question yourself and there will be days that you know it is worth it. The balance is real.

What keeps you going when things get tough in your business?

What keeps me going is a great support system. They will help you, especially on those days when you question yourself about what and why you are doing what you do. The one's that remind me of my why? God bless them! My spiritual grounding has gotten me through some of the toughest times of my life.

Some people still don't understand this one but my haters, I appreciate them because they keep me accountable to do what I say I am going to do. They are always waiting and watching for you to fail. Lastly the thought of going back to having a corporate job... it took me too long to get out of that corporate world and I have no intentions of going back.

What would you say to a business owner that is currently struggling?

Don't ever quit, take a break, change around some of the goals if you have to, always remember your why and don't listen to other people's opinions, that is none of your business. One day it will just click if you hang in there long enough. Yes, you are struggling now but that doesn't mean it will be forever. Look at the lessons you are learning and adjust accordantly.

Anyone that is very successful in their business will tell you their story and believe me 90% of the story is not glamours. Is your dream bigger than your fear or any obstacle that may come your way? If so then buckle up, the road ahead will be rough sometimes, people won't support you including some family members, but you have to find your tribe. There will be many sacrifices but in the end it will all be worth it, I promise you. Lastly, I will meet you at the very top, now go walk in your purpose.

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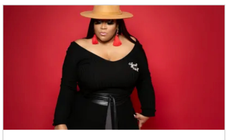

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