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## Don't Quit Your Day Job (Maybe Ever)

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TIFFANY HALL,  
Empower Cocktails

► I wanted to create a product for women that's as easy to drink as wine. Just chill and serve. And I wanted to do it without quitting my day job—because there are financial realities to living in New York City! And even with a great product, it can take time to see a financial return. Empower Cocktails' first drink was a Cosmopolitan Martini made from sweet-potato vodka, white cranberry, triple sec, and lime. As for the name, I always thought it would feel fantastic to walk into a bar and order "a glass of empower." Six years later I still feel the magic when I see the bottle on shelves.

### **PICK A PATH THAT WORKS FOR YOU**

They say successful entrepreneurs have to risk it all. But you don't have to. I still work full-time as a corporate lawyer. My entrepreneur journey has supported my corporate journey and vice versa. I make better decisions in both places.

### **YOUR NETWORK IS GOLD**

Your own personal and professional network is your most valuable resource. These are people who will be

helpful to you at no cost. Find out what and who they know.

### **GET SPECIFIC ABOUT COSTS**

How much you need to get started varies wildly. Get specific numbers for your product.

### **SHARE YOUR SUCCESS**

Positive engagement matters, and it's exciting for people to meet a female founder. Women sip my cosmos and ask who I work for. Their eyes light up when I say "myself."

—AS TOLD TO  
JEN MARSHALL