



Name
Anh Bui

Country
Germany

Find out more
www.drawingattention.de

My work involves transforming complex content into unique, creative images that cut through the noise of **social media** and draw attention.

My Motivation

My motivation to become an entrepreneur came from a deeply personal experience during a meditation session at a **Tibetan monastery**. I discovered my passion for **visual language** and my desire to connect people and ideas through imagery. This revelation, combined with my background in **business psychology** and passion for **conceptualizing and visualizing** complex ideas, inspired me to take the leap into freelancing. I decided to go "all in" as a freelancer, using my savings to support the initial phase.

My Approach

I officially started my business in March 2020. **My Why:** After finding my personal "why" during a mindfulness workshop, I decided to become a 100% freelancer. Without external funding, I used my own savings of €20,000 to test the viability of my business. I began by conducting a Business Model Canvas to test my ideas and later carried out market and competitor analyses. Through this process, I refined my positioning and established a strong presence on social media.

Networks: Building deep, meaningful networks also played a key role in my entrepreneurial journey.

Challenges

The transition: The transition from being employed to becoming fully self-employed brought several challenges. I had to learn customer acquisition, positioning, and branding, which were new to me despite my previous work experience.

Overcoming Cultural Beliefs: Additionally, I had to overcome certain cultural beliefs, such as feeling uncomfortable with selling and negotiating. Professionally, the onset of the COVID-19 pandemic created additional obstacles, particularly with the shift from live events to digital platforms. However, I saw this as an opportunity to focus on online marketing and found my niche.

Accomplishments

My cultural background and experiences have given me a unique perspective in my field, allowing me to offer specialised, innovative services. These experiences helped me develop the courage and risk-taking mindset necessary to stand out in the market.



What interventions/ support did you receive?

I didn't receive formal interventions such as external funding or mentorship. However, I heavily relied on my personal networks and connections to help me navigate the entrepreneurial landscape. Having a network that supported and encouraged me was essential, especially during the pandemic when many doubted the feasibility of starting a business.



Were interventions specifically for underrepresented entrepreneurs?

I did not receive any interventions specifically targeted at underrepresented entrepreneurs. However, my personal network provided the emotional and professional support I needed during the challenging early stages.



Describe the impact of these interventions?

The support I received from my network, combined with my willingness to take risks, helped me establish a strong foundation for my business. Despite the uncertainties brought by the pandemic, I was able to find my niche and help my clients gain more visibility through my visuals. Reflecting on my journey, I can confidently say that becoming an entrepreneur was one of the best decisions I've made.

Follow Anh's progress and visit her [website](#)



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them