

7 business skills I wish
were taught in school:

(from a self-taught entrepreneur)

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1. Sales (without being salesy):

- How to listen for real problems, not just pitch
- How to handle objections with confidence
- How to build trust before asking for the sale

Recommended reading:

To Sell Is Human by Daniel Pink

2. Difficult conversations:

- How to say no to clients without burning bridges
- How to negotiate contracts that protect you
- How to give feedback to new hires who aren't performing

Recommended reading:

Crucial Conversations by Kerry
Patterson

3. Financial literacy:

- How to manage cash flow (not just revenue)
- How to build wealth through assets
- How to make data-driven decisions

Recommended reading:

Rich Dad Poor Dad by Robert Kiyosaki
& Sharon Lechter

4. Scaling your business:

- How to delegate without micromanaging
- How to scale beyond your own working hours
- How to exclusively spend time on your zone of genius

Recommended reading:

Buy Back Your Time by Dan Martell

5. Strategic networking:

- How to build relationships before you need them
- How to ask for help without feeling desperate
- How to add value first, then ask for value

Recommended reading:

Give and Take by Adam Grant

6. Adaptive leadership:

- How to pivot when your plan isn't working
- How to make decisions with incomplete information
- How to stay calm when everything is on fire

Recommended reading:

The Lean Startup by Eric Ries

7. Keeping clients organized:

- How to track customer interactions without losing context
- How to automate follow-ups so nothing falls through the cracks
- How to connect your marketing, sales, and payments in one place

Recommended reading:

Actually, for this one—skip the book.

There's an easy tool that every small business owner needs: **HubSpot Starter**

It keeps marketing, sales, payments, customer management—all in one platform.

And the best part? It's affordable for early-stage founders like us.

Simple setup. No need to juggle 5 tools.

Just everything you need to find and win customers from day one.

Try HubSpot Starter for free at the link in my caption.

What's one business skill you wish you learned sooner?

I'd love to read it in the comments!