



“You must go beyond your personal borders, face your fears and never give up when there are hard times as well as dare to try something new and keep on learning.”

Heike Paschke – Mindset & Online Business Coach – Founder of the network “Die Macherinnen”

1. When did you decide to start your own business? What was the first step to go through with it?

When I was on my four months travel through Thailand, I decided to keep traveling instead of going back to Germany. That’s why I needed a source of income to be able to still travel. When I heard of the “digital nomads” I knew what I wanted to do. So, I needed an online business and start my own business, which was in 2015. Then I visited ‘DNX’ in Berlin to get some information about the life of a “digital nomad”. After hearing about “Amazon FBA” I had my business model, which I could use to realize my plan.

I then received professional training for 9 months at an Amazon SEO Agency in Cologne after which I started my own Amazon FBA Business. In March 2016, my business partner and I established our GmbH and sold our first products on Amazon.

2. Did anyone inspire you?

Yes, there were lots of people like Marcus Meurer, Felix Hergarten, Bastian Barami, Daniel Vogler, Robert Gladitz and many others out of the “digital nomad” scene.

3. What are your strengths as an entrepreneur? Do you have any characteristics which make it hard being self-employed?

My strengths are: ambition, courage, endurance, a positive mindset, openness (about new things and other people), willingness to learn, the motivation to keep getting better, discipline, strategic thinking, marketing knowledge, graphics knowledge, online affinity, a strong network.

My weaknesses that might make it hard to be self-employed: lack of time management, dissipation, “scanner personality”, “too much too fast”

4. What do you think do I need to become self-employed?

Motivation, organisation, a strategy, a plan, endurance, an entrepreneur-mindset, a vision, a dream, a network which helps you if you need help and expertise in your field.



5. How did you get the idea to establish the network “Die Macherinnen”?

While being self-employed for two years we realised that people and especially women don’t get to the implementation. They often have the knowledge and are experts in their area but don’t dare to go out and show themselves. With “Die Macherinnen” we want to support women to dare and take the plunge to self-employment. We do it by handing them everything they need in case of mindset, marketing and making. An explicit plan, implementation strategy and courage.

6. Do you have any advice for students who would like to become self-employed?

Take offers for future entrepreneurs while studying. Test yourself, get information and start your first prototype. Often there are lots of extra courses about this theme. Get a mentor who already achieved what you want to achieve and exchange views with others who have the same aim. Create a network as early as possible with people who want to be or already are self-employed for example. Go to network meetings and talk about your ideas as often as possible and preferably with people who match your future audience.

7. Why is there a need for an “Online Business Bootcamp” only for women?

Because women speak kind of “another” language, have different needs and different problems than men. Women often feel defeated in a community where there are also men which is why they don’t dare to talk about their actual challenges and problems. We made the experience that an “immune” environment (Bootcamp) tends to make women feel more safe, open and respected (nobody is laughing at them). Especially if they’re dealing with Online Business.

8. What requirements should I need to be a maker?

Have a maker’s mindset ;) Meaning you are motivated (from the inside) and there is a dream you want to reach and you’re ready to go through the bad times as well as changing something or yourself to reach your goals. You must go beyond your personal borders, face your fears and never give up when there are hard times as well as dare to try something new and keep on learning.

9. What do you especially like about being self-employed?

The freedom. I can plan my schedule however I like, work wherever I like and with whomever I like. I’m flexible and take control over my life myself as well as being responsible for myself.

10. Is it harder for women to become self-employed? If so, what could be the reason?

In general, it’s not harder but I got the feeling that women sometimes create their own difficulties. They fight more fears than men do. A man usually tries out while a woman thinks about in two times before acting (that’s very cliché now but of course doesn’t represent them all).

11. What kind of typical mistakes do women tend to make when trying to become self-employed?

Waiting too long and not going out (?). Not showing themselves and selling their service under value.

12. What do you wish for your network “Die Macherinnen” in the future?

More interaction. Women prefer to read along than being proactive.

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