



“It’s amazing that everyone with a laptop in their hands can start a business today, no fuss, no problems, super easy and probably gender neutral!”

Interview with Judith Weber

Founder and Owner of Vedaspirit – Student Biology

Judith Weber studies her masters in biology at University of Regensburg and is also Founder and Owner of the Etsy Shop Vedaspirit since 2017. You can find her on Instagram and Youtube. Check out her beautiful candles for all book-lovers but first take the chance to read about her experiences as an entrepreneur:

Judith, how did you get the idea of starting your own business?

I had an Instagram Account for Fantasy Books because I wanted to become a book author (not anymore) and the community was so nice and I gained quite a number of subscribers. Then I saw people in America doing bookish candles and I wanted to buy one, but the shipping was so high that I couldn’t afford it. Then I got the idea that I could open a bookish candle Etsy shop in Germany and I did that! It was a nice and I conquered it.

Can you describe your product for us and the benefit for your customers?

Everyone loves candles, everyone needs candles and I use natural ingredients, make them by hand and care a lot for my customers! I make collaborations with book authors and support them, which is super exciting! I always write my customers a handwritten “thank you” note and I would rather give the money back and make the customer happy than receiving a bad review!

And what is your favorite social media tool to run your business?

Instagram (you can start a whole business there, you actually don’t need anything else!) and Youtube for the personal development of my emotional intelligence (which is very important to gain as an entrepreneur).

What was the first step to your own business?

Borrowing money from my mom for the first investment and opening the Etsy Shop on Etsy.com.

Is there a lesson, you had to learn the hard way while being an entrepreneur?

Be careful with the laws in Germany, because without knowing, you can quickly do something wrong and get fined 10.000€, especially when you want to sell stuff like soaps, food or supplements. There are also a lot of laws regarding websites, like the DSGVO, which can get very expensive. I didn’t have to pay, but was very close to receiving a fine, without even knowing it.

What does success mean for you Judith?

To have freedom, to be grateful and happy in the present moment.

Are you working on expending your business?

No, not yet, because I still earn money as a small business and when I would want to earn more, I would have to start paying taxes, which means, that a big percentage of my earnings would not belong to me anymore. And as a student I don't really need more money than what I am making, it's perfect! But maybe in the future!



Can you tell us your motivation to become an entrepreneur?

Since I was a kid, I thought having a desk job, sitting in front of a PC and having to drink liters of coffee a day to stay awake was the worst job. I wanted to have my own thing since then and didn't want to have a "normal" job. Sounds maybe strange, but that's what I thought as a kid and I still think like that. Then I discovered entrepreneurs on Youtube, especially the ones in America, doing Amazon FBA, working from home and having kids, while earning tons of money just from their laptops! Of course, reality is a bit different, but the inspiration came mostly from watching those Youtube videos. (I also have my own channel where I talk about motivational stuff and the Law of Attraction, it's Judy Neptune)

Did you have a person who inspired you?

A lot of people from America, I will list their Youtube Channels here: Project Life Mastery, Tony Robbins, Gary Vee, and so many more!

What do you think: Does it make a difference to be a female entrepreneur and not a male entrepreneur?

In the age of the internet: NO! No one asks for your gender when you buy stuff and sell it and you can do online so many things! It's amazing that everyone with a laptop in their hands can start a business today, no fuss, no problems, super easy and probably gender neutral!

And what is the best part of being an entrepreneur for you?

That I finally can pay for my food while studying! I am doing my master's in biology and I once had a job at a shoe store and it collided so much with my studying and exam time, that I broke down one day. This was also the time I got my first bad marks. I couldn't withstand the guilt that I felt while telling my boss "I can't work on that day, because I have to study", so I had to quit after a couple of months. Having an online business is giving me the freedom I need to pay for food and invest more into my business, so I am super happy for that!

Please describe yourself in three words!

Creative, Empathic, Risk-taking.

Do you have characteristics, which make it hard for you sometimes to be an entrepreneur?

EMPATHY, because sometimes it would be easier to be less emotional about stuff!

What characteristic do you think you need the most for being an entrepreneur?

To have a “growth mindset”, rather than a “fixed mindset”, because as an entrepreneur you need to learn and change a lot, in order to grow beyond your fears and limitations, that are engrained into your head since your childhood. Our parents, teachers and society (even if they don't want to harm us) often teach us things which make us feel limited and like if our fate is already decided. But everyone has the ability to become anything that they want to become, you just need to have the drive, a goal and a lot of visualization!

Thank you for your time Judith! One last question: Do you have an advise for students who want to be entrepreneurs?

Start doing it, even if you don't feel ready. The voice in our head will tell you, that you are not ready yet and just need more preparation and research, but trust me, this voice is never going away. Start small and see things grow, because if a plan is too big, 85% of people will never start doing it! And if you start small, you can keep all of the money.

Interview: Marion Hornung

May 2019