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SUPPORTING MIGRANT FEMALE ENTREPRENEURS



## CASE STUDY

Drawingattention –  
more Visibility through Visual Storytelling



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## THE STORY OF DRAWINGATTENTION

### Profile

Founder: Anh Bui

Founded: 2020

Located: Halle, Germany

Website: [www.drawingattention.de](http://www.drawingattention.de)



### *Cut through noise and draw attention*

Anh has set up her own business “drawingattention” in the field of visual storytelling and graphic recording. She transforms complex content into unique, creative images. Her personal mission is: Cut through noise and draw attention - so that your contributions are seen despite Social Media noise.

She mainly creates illustrations and visual summaries for SMEs and personal brands. Her goal is to create visuals that catch the attention of the target group, make the service visible online, explain the offer in a simple way and create emotions. She offers an extensive portfolio: it includes the visual summary of the service offering and content marketing as well as performance marketing with visuals. She also draws live during digital events and prepares infographics for her customers.

## ***She found her motivation after a meditation in a Tibetan monastery***

Anh's parents emigrated from Vietnam to Germany in the late 80s, where she was born and raised in the Eastern German city Halle. Since her school days, Anh has been striving to improve the very central area of life: work. Due to her passion for literature and research and the resulting enthusiasm for the study of human behaviour, she studied business psychology in her Bachelor's degree with a focus on coaching, change management, personnel development and selection. During her internships at Axel Springer and Porsche she developed a great enthusiasm for analysing and creatively visualizing of complex issues. She loves to create concepts, as she enjoys the theoretical analysis, optimisation and visual support of processes.

After attending a "Mindful Enterprise" workshop in a Tibetan monastery in Scotland, Anh found her personal Why after a meditation session: "I would like to use visual language to connect people and ideas through images." Thereupon she made the decision to freelance for 100% once in a lifetime.

Since March 2020 she is a 100% freelancer. She has taken this step without borrowing outside capital. She took 20,000 euros of her savings and said, "I'll try it for a few months now and if it goes wrong, it was an experiment."

First Anh carried out a classic business model canvas. With a Business Model Canvas (BMC) you can visualise the business model or idea and test whether it is entrepreneurial meaningful.

Later she carried out market-result-product analyses and competitor analyses. She worked out her positioning and derived social media activities from it.

Networks are of particular importance for Anh. She does not place so much emphasis on a high number of contacts, but values above all the depth of the relationships. "Better 100 important and good contacts than 1000 superficial ones" she says.

## ***Along her way, Anh faced a number of challenges***

In the past Anh had always been employed and was then for the first time in her life 100% self-employed. Although she had studied for seven years and already had several years of work experience, she was suddenly faced with challenges she was unaware of: How to acquire customers? How to find your positioning? How to build a brand? How to use the possibilities of social networks for yourself? She had experience in those areas, but when you work on those topics for your own company, it is completely different and not always easy.

The challenges were not only of a professional nature, but difficulties also arose on a personal level. Anh realised that in the beginning she had to struggle with many beliefs, some of which can be explained culturally, such as: selling and negotiating is bad or saying yes is better than no.

## ***With self-confidence, courage and risk-taking to success***

Anh started her business during the first wave of the COVID-19 pandemic. In the beginning, she visually accompanied live events. Due to Covid-19 this was no longer possible, of course. In addition, the general conditions created a very fear-driven environment. During the pandemic, many people tried to argue her out of the plan: "Now is the worst time to become self-employed", "Keep your current job in any case" or "This is just a hobby, it doesn't bring any added value" were just some of the advices she was faced with.

Especially in the beginning there were many moments when Anh had doubts, but she soon understood: If you don't do it / believe in yourself, nobody will do it for you. She tormented herself with the idea that she would look back in a year's time and reproach herself for not having dared to go this step. This was not an option for her: "I then saw the crisis as an opportunity rather than a problem." The pandemic has given an enormous push to digitalisation and many marketing activities have shifted to the online sector. So Anh has found her niche.

What she offers is very special and innovative, so she had to test out a few things and above all be courageous. Since she has no children and no one to look after, she was able to take the risk and go "all in".

Today she can achieve great results with her visuals. She is very happy that she has managed the shift and can help her clients to have more visibility: "For me, setting up my own business was one of the best life decisions."

## ***What makes a good entrepreneur?***

For Anh, an entrepreneur especially must have courage. But the ability to see opportunities rather than risks is also enormously important. Additionally, Anh points out consistence as a meaningful characteristic being an entrepreneur.

## ***Anh's advices for other female entrepreneurs***

"Be brave! Create a personal environment that encourages rather than stirs up fears. And above all, fall in love with the path instead of the goal."