

# Exiting an Ecommerce Business to Becoming a Business Coach With Jessica Williamson

At the age of 22, like many aspiring entrepreneurs, Jessica from Perth, Australia had various ideas for businesses to jumpstart.

Her love for fashion and Instagram won over, and with a background in digital marketing, Ete swimwear was born in 2016.

In less than 7 months, the swimwear ecommerce business transformed into a full-fledged operating business with international warehouses, systems, and processes.

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This confidence is a trait that Jessica possessed in herself. In 2019, she was running a total of 5 businesses.

But as any entrepreneur can attest, running various businesses had its challenges. Ensuring that these businesses were operating and scaling successfully led to burnout.

“I thought, there’s no point in holding onto this,” Jessica says. “That was amazing, that was part of who I am, my journey, but I am opening myself up now to what gets to be my new chapter.”

This new chapter meant discovering Flippa.



## **Finding the perfect buyer pool**

“Being on Flippa allowed me to reach people all over the world,” says Jessica. “This is awesome because it opened me up to a global buyer base and a lot of my customers and warehouses are in the U.S.”

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Like many business owners, building a business from the ground up was personal. It meant hours of work, dedication, creativity, and perseverance. It only made sense that whomever was to acquire Ete Swimwear was going to possess the same level of passion and connection to the brand.

“It was really amazing – there was a lot of interest in the brand,” says Jessica. “It really came down to one buyer that was really passionate about taking the business to the next level.”



## **No setbacks, just gains**

When it comes to selling a business, Jessica is cognizant of the hesitation some business owners may face.

Many entrepreneurs who start a business don't necessarily have an exit in mind. Selling a business shouldn't necessarily be perceived as failure, but rather as an opportunity to regain one's sense of time, freedom, wellbeing, and financial freedom.

For Jessica, though her business did not take up much time, an exit allowed her to free up mental capacity, improve her overall wellbeing, reduce stress, and attend to other areas of her life.

"Flippa has changed my life in being able to sell my business," Jessica says. "Other people will find Flippa helpful because the alternative is to either sell it to people you know or an old school broker who quite doesn't know how to sell online businesses or ecommerce."

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