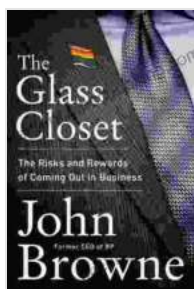


# Why Coming Out Is Good Business: Unlocking the Power of Authenticity for LGBT+ Entrepreneurs

Coming out as LGBT+ can be a daunting decision. There is always the fear of being judged, discriminated against, or even losing friends and family. But for entrepreneurs, coming out can also be a powerful business strategy.



## The Glass Closet: Why Coming Out Is Good Business

by John Browne

★★★★☆ 4.3 out of 5

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File size : 713 KB

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Screen Reader : Supported

Enhanced typesetting : Enabled

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In this article, we will explore the benefits of coming out for LGBT+ business owners. We will discuss how coming out can increase your authenticity, credibility, and customer loyalty. We will also provide tips on how to come out to your employees, customers, and investors.

## The Benefits of Coming Out

There are many benefits to coming out as LGBT+. For LGBT+ entrepreneurs, coming out can help you to:

- **Increase your authenticity.** When you are open about your identity, you are able to be more yourself in your business. This can create a more positive and welcoming work environment for your employees and customers.
- **Build credibility.** When you are honest about who you are, people are more likely to trust you. This can be especially important for LGBT+ entrepreneurs, who may face discrimination from potential customers or investors.
- **Increase customer loyalty.** Customers are more likely to support businesses that are owned by people they identify with. By coming out, you can create a stronger connection with your customers and build a more loyal following.

## How to Come Out

Coming out is a personal decision. There is no right or wrong way to do it. However, there are some things you can do to make the process easier.

**First, consider who you want to come out to.** It is important to start with people you trust and who you know will be supportive. This could include your family, friends, or employees.

**Once you have decided who you want to tell, practice what you are going to say.** This will help you to feel more confident when you actually come out.

**When you are ready, simply tell the person that you are LGBT+.** You do not need to give a long explanation or go into detail. Just be honest and direct.

**After you have come out, be prepared to answer questions.** People may be curious about your experience or they may have questions about what it means to be LGBT+. Be patient and answer their questions honestly.

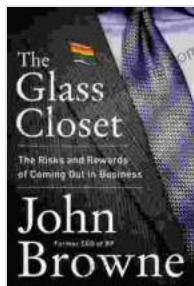
## **Tips for LGBT+ Entrepreneurs**

If you are an LGBT+ entrepreneur, there are a few things you can do to make the most of your coming out experience.

- **Be proud of who you are.** Your sexual orientation or gender identity is not something to be ashamed of. Be proud of who you are and let your authenticity shine through in your business.
- **Be visible.** Let people know that you are LGBT+. This can be done through your website, social media, or networking events. By being visible, you can help to create a more inclusive and welcoming business environment.
- **Partner with other LGBT+ businesses.** There are many LGBT+ business organizations and chambers of commerce that can help you connect with other LGBT+ entrepreneurs. Partnering with these organizations can help you to grow your business and build a stronger community.

Coming out as LGBT+ can be a daunting decision, but it can also be a powerful business strategy. By coming out, you can increase your authenticity, credibility, and customer loyalty. You can also create a more inclusive and welcoming business environment.

If you are an LGBT+ entrepreneur, be proud of who you are and let your authenticity shine through in your business. By being visible and partnering with other LGBT+ businesses, you can help to create a more inclusive and equitable economy.

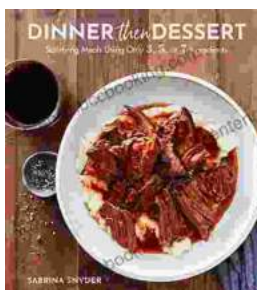


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