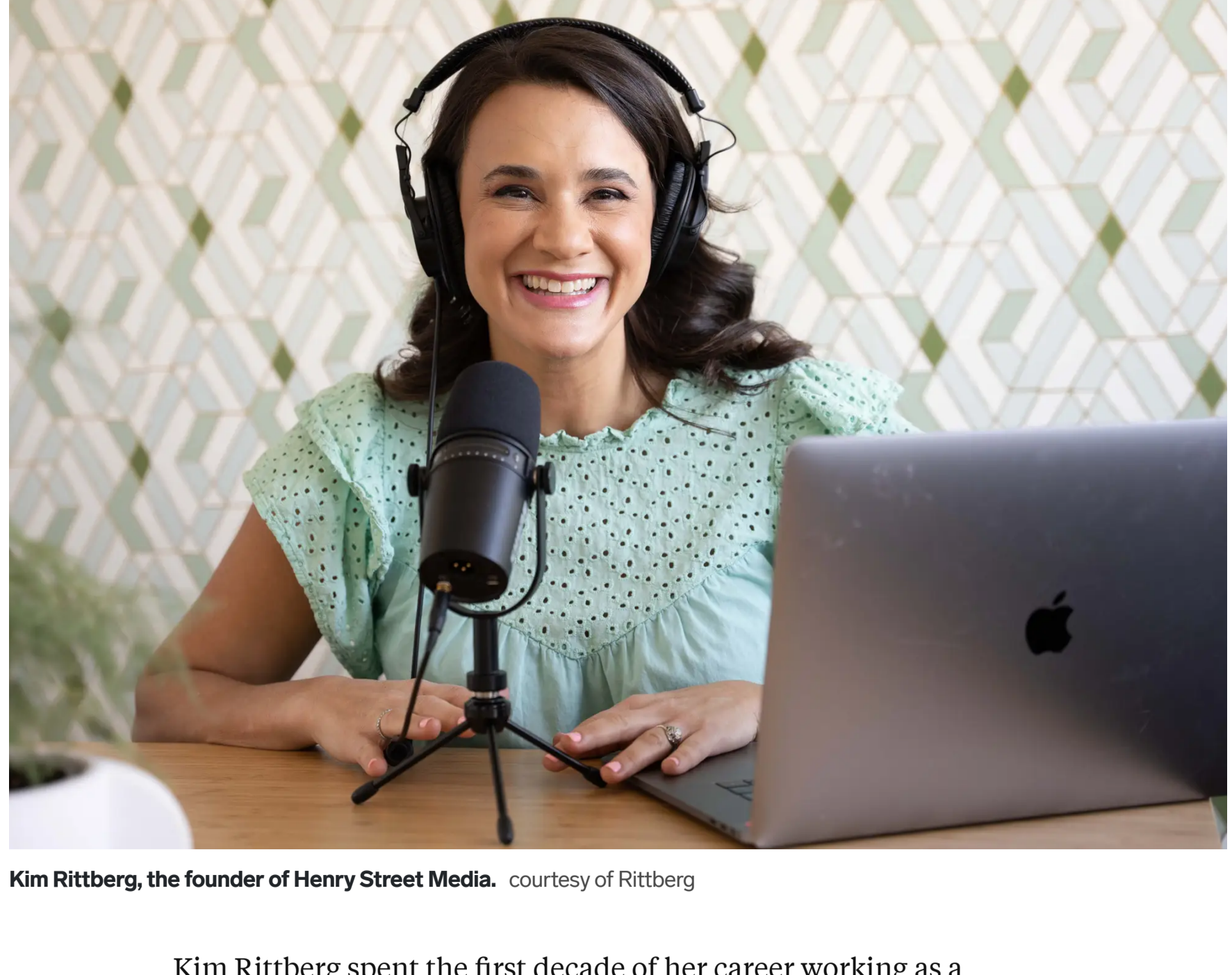


How a media exec quit the corporate world and built a six-figure business as a content strategist and podcaster

Alexandra York 32 minutes ago



Kim Rittberg, the founder of Henry Street Media. courtesy of Rittberg

Kim Rittberg spent the first decade of her career working as a producer and writer on subjects from entertainment and true crime to hard-hitting news.

Since joining the production industry in 2005, she had been eager to advance her career at a major brand.

"I felt like I had the skills to build something," Rittberg said, which is why she reached out to leadership at Us Weekly in 2014 and pitched the concept of a new video unit. A year later, Us Weekly hired her to lead the video team.

Her corporate career lasted over a decade, and included positions at Us Weekly, People Magazine, PopSugar, and Netflix. But after an epiphany during her second pregnancy, she decided to turn that corporate success into her own.

"I was laying on the hospital bed with an IV in my arm, on my phone looking at résumés to restaff the unit," she said. "It was a real epiphany to me that I was having such an amazing, successful moment in my career, but at the same time I had zero control over my professional life."

In 2019, she launched her own business, Henry Street Media.

Since then, she's built a career in content strategy, media consultancy, and podcasting, all on a more flexible and freeing schedule. According to documents verified by Insider, last year she booked six figures in revenue by providing marketing services.

She shared what it took to launch her brand, and advice for others looking to create meaningful and balanced careers as entrepreneurs.

Plan a course of action based on your corporate skills



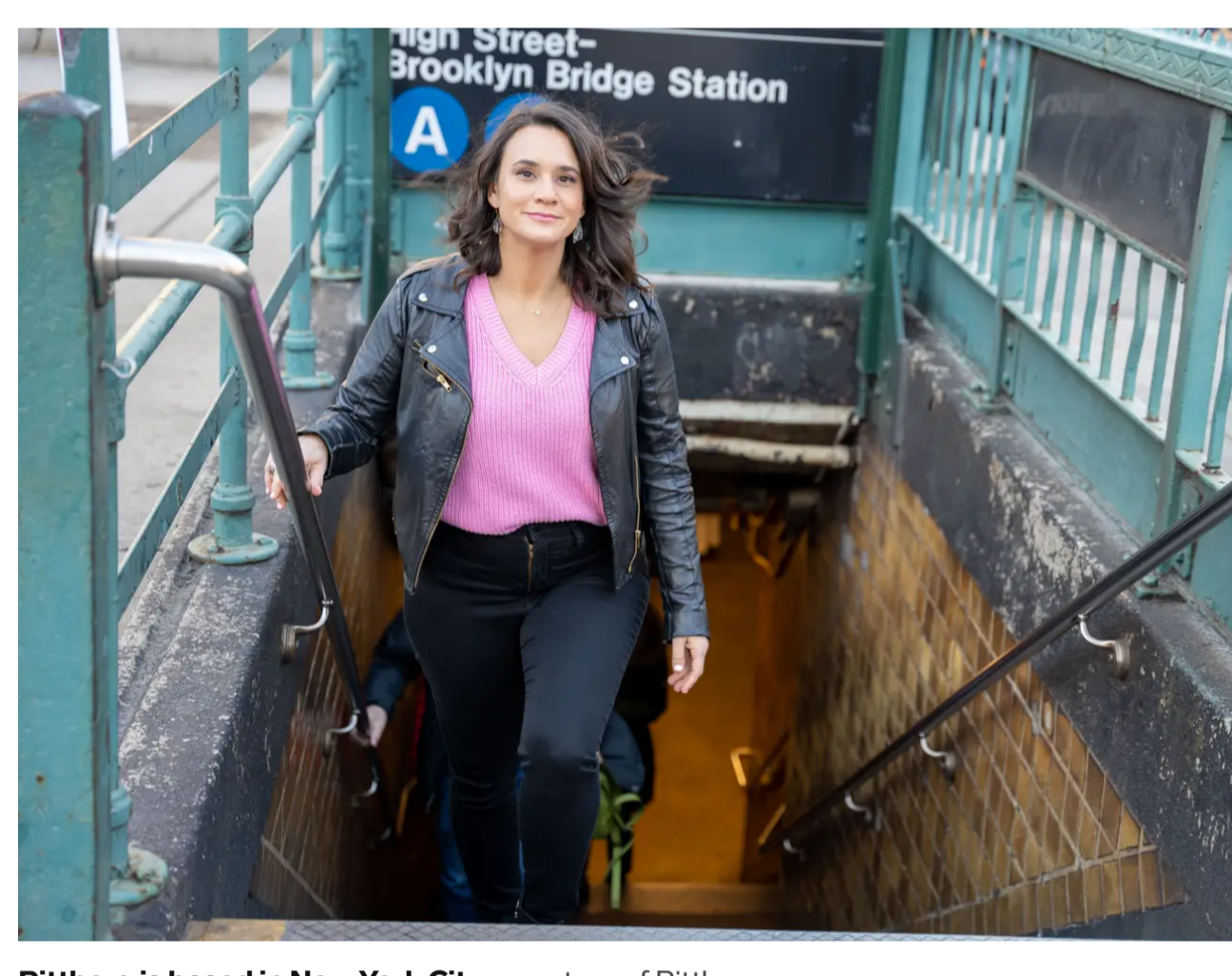
Rittberg constantly works to strengthen her skillset. courtesy of Rittberg

When you start your own business, you have to think beyond the things you've done, Rittberg said. List out the skills those experiences gave you and determine how your unique skill set will apply to running your own business, she said.

Rittberg reviewed the skills she gained, like time management, strong writing abilities, and constructive leadership. Then, she realized she could turn her concrete skills like media-appearance training and marketing production into a business.

"I feel really lucky to make a living being creative, but a lot of what I do is not just creative; it's marketing, it's production, it's media training," she said, adding that "whether it's a new platform, a new visual effect, or a new technology," you have to continue advancing yourself to succeed.

Build a client base through your network



Rittberg is based in New York City. courtesy of Rittberg

Networking is Rittberg's preferred method of client generation.

"Tell every single person what you do and how you help people," she said, adding that social media can be a crucial outreach point.

"I've had so many clients from LinkedIn or Instagram" without any direct sales posts, she said. Instead of traditional sales promotion, Rittberg suggests providing helpful insights for free in order to prove value and build trust.

She regularly produces informational and educational content on social media and through her podcast, Mom's Exit Interview, which shares stories of those who left full-time jobs to pursue entrepreneurship. She said each platform helps build brand awareness and attract audience members who often become clients or refer clients to her.

For example, after posting one Instagram reel about the best content ideas for your business, a viewer immediately reached out to Rittberg to become a paying client.

"A lot of people feel self-conscious putting themselves on social media or telling everybody that they're open for business, but you have to do that," she said.

Find a supportive community outside of work

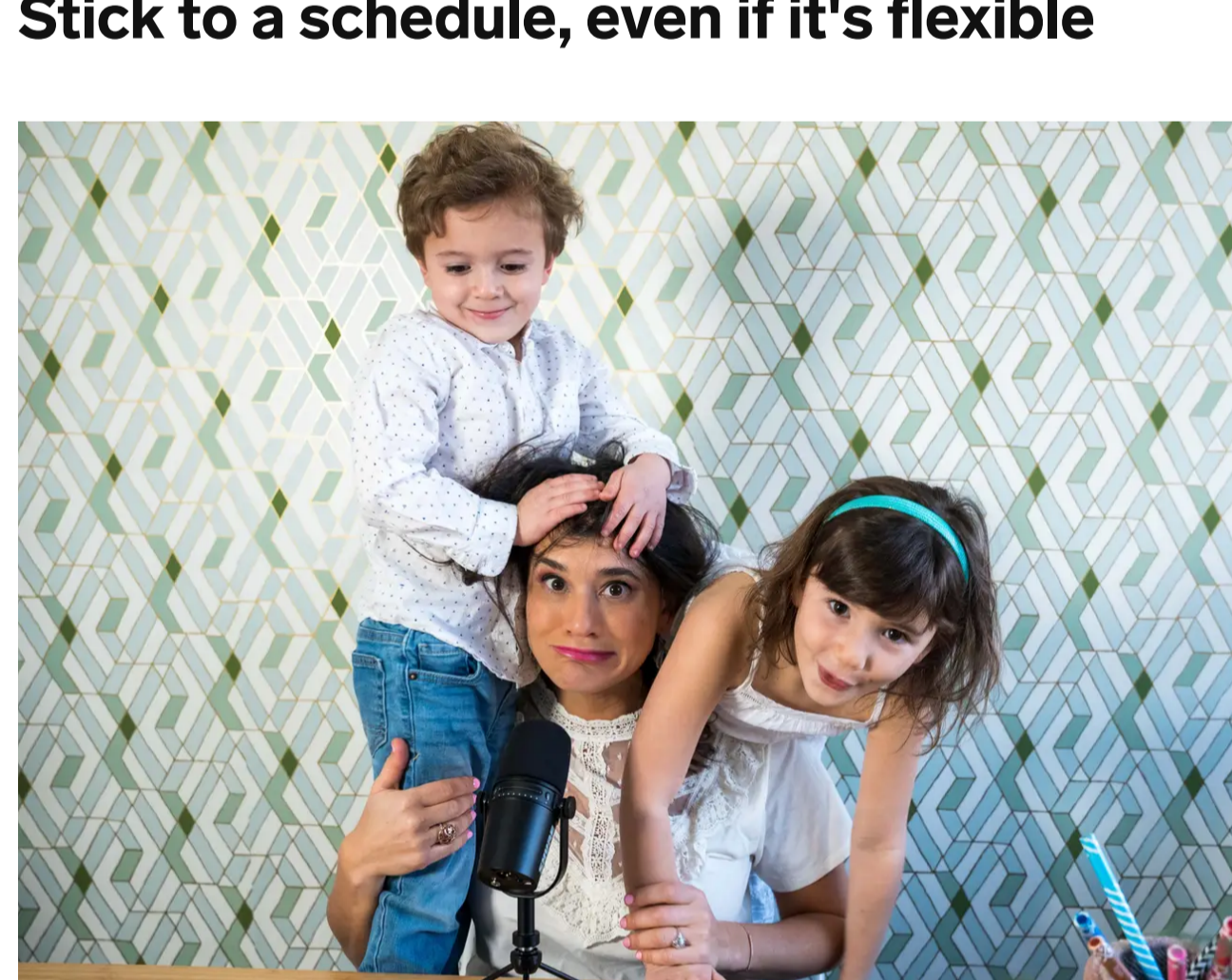
As an entrepreneur, Rittberg quickly realized how common it was to feel isolated.

"When you have an office, you have your work friends," she said. "But when you're working for yourself, it is really important to find those people." She suggests connecting with other founders through former colleagues, local networking groups, or Facebook and other social-media platforms.

For Rittberg, Mom's Exit Interview has been her most successful approach to community building.

"One of the guests that I have on the podcast is a former colleague of mine who started her business several years before me and she was incredibly helpful," Rittberg said, adding that the connection not only helped her feel less alone, but allowed her to ask questions regarding company finances, landing clients, laying out contracts, and creating a work-life balance with someone who'd already done it.

Stick to a schedule, even if it's flexible



Rittberg and her children. courtesy of Rittberg

When leaving her nine-to-five job, Rittberg clearly laid out the goals she hoped to achieve. Life goals like regaining control, spending more time with her husband and kids, and doing satisfying work were at the top of the list.

To achieve this balance, Rittberg is intentional in setting and sticking to a schedule.

For example, Rittberg never works on Fridays in order to spend time with her kids, and Tuesday afternoons are reserved for taking her son to swim lessons.

"There's so much work, I can work from sunup to sundown," she said. "So really sticking to the calendar that I'm building helps hold myself accountable and find balance."

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