

Why Coming Out Is Good Business: A Guide for LGBTQ+ Entrepreneurs

Coming out as LGBTQ+ can be a daunting experience, but it can also be an incredibly rewarding one. For LGBTQ+ entrepreneurs, coming out can be a powerful way to build trust with customers, attract new talent, and create a more inclusive workplace.

In this guide, we'll discuss the benefits of coming out as LGBTQ+ in business, and provide tips on how to do it safely and effectively.



The Glass Closet: Why Coming Out Is Good Business

by John Browne

★★★★☆ 4.3 out of 5

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The Benefits of Coming Out

There are many benefits to coming out as LGBTQ+ in business, including:

- **Increased trust with customers.** Customers are more likely to do business with companies that they know are inclusive and supportive of LGBTQ+ people. A 2018 study by the Human Rights Campaign

found that 64% of Americans say they are more likely to buy from a company that is supportive of LGBTQ+ rights.

- **Attracting new talent.** LGBTQ+ employees are more likely to be attracted to companies that are inclusive and supportive of their identity. A 2019 study by the National Center for Transgender Equality found that 70% of transgender people say they would be more likely to apply for a job at a company that is supportive of transgender rights.
- **Creating a more inclusive workplace.** When LGBTQ+ employees feel comfortable being open about their identity, it creates a more inclusive and welcoming workplace for everyone. This can lead to increased productivity and morale, and reduced absenteeism and turnover.

How to Come Out Safely and Effectively

If you're considering coming out as LGBTQ+ in business, there are a few things you can do to make the process safer and more effective:

1. **Do your research.** Before you come out, it's important to do your research and understand the potential risks and benefits. Talk to other LGBTQ+ entrepreneurs, read articles about coming out in business, and consult with a lawyer or HR professional if necessary.
2. **Choose the right time and place.** When you come out, it's important to choose the right time and place. Make sure you're in a safe and supportive environment, and that you have time to talk to people about your decision.
3. **Be yourself.** When you come out, it's important to be yourself and to be authentic. Don't try to be someone you're not, and don't let anyone

pressure you into coming out before you're ready.

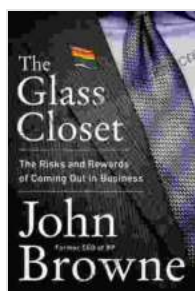
4. **Expect some resistance.** Not everyone is going to be supportive of your decision to come out. Be prepared for some resistance, and don't let it discourage you. Remember that you're not alone, and that there are people who support you.

Coming out as LGBTQ+ in business can be a daunting experience, but it can also be an incredibly rewarding one. By following the tips in this guide, you can come out safely and effectively, and reap the many benefits of being an openly LGBTQ+ entrepreneur.

If you're an LGBTQ+ entrepreneur who is considering coming out, I encourage you to do so. It's one of the best decisions I've ever made, and it's helped me to build a more successful and fulfilling business.

Additional Resources

- The Human Rights Campaign: Coming Out at Work
- The Trevor Project: Coming Out
- GLAAD: Coming Out as Transgender



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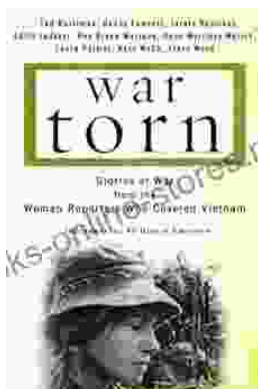
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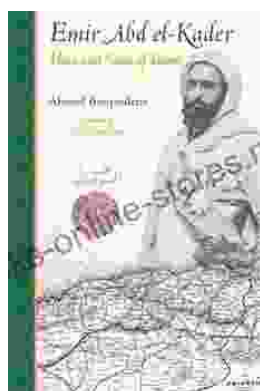
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