



As an Entrepreneur

It seems that more and more good men and women are falling victim to corporate downsizing strategies, and are considering starting their own business.

If this has happened to you, or if you just think that maybe you'd like to strike out on your own, perhaps this little one-page discussion will help you organize your thoughts.

I have used this piece for years in my Small Business Development classes, as well as in the QuickBooks® classes, because so many of these students have strong entrepreneurial interests, and the article has always been a favorite.

Skip Weitzen in his book *Infopreneurs, Online and Global* wrote the article. He lists a number of benefits that can come to those who start their own businesses.

Which of these most appeals to you? I'm in my 9th year of self-employment, and I have noticed that my favorites have changed over time.

When I started, I was most interested in freedom from "the bureaucracy", gaining independence, and avoiding downsizing.

At this point in my life, I find that I most value creating a corporate culture, hiring people more capable than myself, and dedicating myself to innovation, growth, and personal development.

Which position is riskier?

For years, Zig Ziglar has posed an interesting question: which would you consider more risky? A middle-level management position in a large, well-regarded company, or a commission-only sales position?

He's hoping that you will say the sales position is the more risky, because he wants to spring his trap. Zig makes the argument that a sales position is actually less risky, provided that the salesperson keeps good records and maintains good daily sales discipline.

Zig explains that good sales record-keeping will tell you how many cold calls you must make to get a presentation, and how many presentations you must make to get a sale. Your records will also tell you the average value of a sale.

He points out that these numbers almost seem absolute, in that while you never know where or when the next sale is going to happen, you do know that if you make the appropriate number of calls (here comes the discipline part), the sales will follow as surely as night follows day.

The Payoff

So if you need to make another \$1500 next month, he argues, you know pretty accurately how hard you have to work- how many calls, presentations, and sales.

The Common Thread

What both men are saying, I think, is that your entrepreneurial success is directly linked to your self-discipline, your belief

in yourself, and above all, your personal performance.

Corporate success or failure is often influenced by factors beyond your control. Starting your own business places both the control as well as the responsibility in your hands alone.

So use this little piece to help organize your thoughts if you are thinking about making that big leap into entrepreneurship.

AS AN ENTREPRENEUR

You can:

- Free yourself of the corporate bureaucracy
- Be who you want to be
- Shun those lackluster Fortune 1000 companies
- Enjoy a high degree of independence
- Be unaffected by the downsizing strategies of desperate companies
- Build an organization that attracts world-class talent
- Start a company that is limited only by your talent
- Take on as much responsibility as you want
- Have all the employment security you want
- Dedicate yourself to innovation and growth
- Get all the recognition you deserve
- Fit in where you want to fit in
- Forget predictability; it's all new
- Exercise all of your authority; it's your company
- Rise to the top on day one—you do not have to wait 40 years
- Sacrifice for yourself and your company
- Create your own corporate culture
- Build flextime into your schedule
- Throw away the trappings of corporate life
- Establish your own dress code
- Build a life-long career at one company—yours!
- Experience the full potential of your brainpower
- Unleash your own financial potential
- Cut through the bull to find your secret to success
- Anticipate changes and capitalize on them
- Build your own vision and pursue it
- Blow off more college and get close to the market
- Experience the thrill of victory
- Be assured that you'll never get bored
- Hire people more talented than yourself
- Develop your own skills and marketability

Remember, build on your dreams and the dollars will follow.

Taken from Skip Weitzen's book, *Infopreneurs, Online and Global*, (1996), John Wiley & Sons.