

## Is being an entrepreneur for you?

Answer these questions and find out if you have what it takes to be an entrepreneur, today!

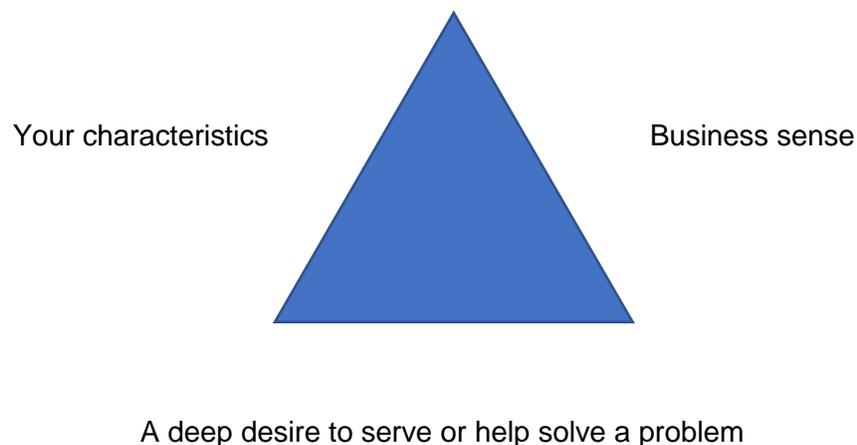
Starting a business can be an effective way to fulfill those life long dreams. It can also be pure hell on earth. Many times, I have heard a friend, or a client say something like, “Why did I do this to myself? I had a nice life before...”

How do you prepare for life as an entrepreneur? There are almost as many opinions on this as there are entrepreneurs. Some will tell you to find a field that you love, work at it for at least 10 years, and then head out on your own. Others will say that entrepreneurs are born, not made.

The truth lies somewhere in the middle.

There is a process to becoming a successful entrepreneur, but this process will only take you so far. The internet is full of surveys, quizzes and articles on what it takes to become a successful entrepreneur. Some articles will even walk you through step by step of how “**place famous name here**” accomplished this task. Implying that if you follow this pathway you will be certain to be at least as successful as this person. This is a short cut that is sure to run you right into the proverbial brick wall.

In my experience, there are three main components that go into becoming successful in business. I like to call it my *Triangle of Success*.



One side of this triangle can be learned through school and experience in your field. The other two sides are who you are. Not everyone is cut out to go into business. This should not surprise anybody. We all accept the fact that we can't all be first responders, lawyers or teachers.

If you are thinking of opening your own business or becoming an entrepreneur, your first step must be a thorough and brutally honest self evaluation.

This evaluation should focus on finding the answer to the following two questions.

- (1) Why do I want to go into business for myself?
- (2) Do I have the right character traits to survive the experience?

### Why Business?

The truth of the matter is, for most entrepreneurs, you may make some money and have some success; however, this will come with a huge price tag. The life of a business owner usually includes longer hours than most of your employees, exhaustion sets in as you try to do or oversee everything yourself, lack of money because everybody else is paid first, and absolutely no time for a private life. At least this is true in the start up phase.

Therefore, it is imperative that you know where you are going and why you want to be there. Your reason needs to be strong enough to carry you through the bad times.

Before continuing answer the following question: (Take some time, as much as you need, the answer to this question could change the direction of your life.)

**I am doing this because:**

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**Next Week:** We will continue with part 2 of our self evaluation. Reasons to go into business (or not) and a self evaluation of our characteristics.