

Is Entrepreneurship Right For You?

By Natalie Peace, Owner of Booster Juice, Summit Shopping Centre

The New Entrepreneur

Our world needs more people in business who don't fit the old school business person mould. Often people assume that the business world is "dog-eat-dog", and all about chasing one single bottom-line at any cost; including their own values and integrity. Unfortunately for the rest of us, tremendously talented, passionate would-be entrepreneurs scare themselves out of amazing opportunities that the world needs, because they know they don't fit the description of an old school business person.

Well good news: That is not the way of The New Entrepreneur!

In today's world, more and more customers are choosing to support businesses and business people they trust. This is great news for individuals who are passionate about an idea, and are considering opening a business but never thought it was possible to have a truly successful business and hold on to their core values.

If you have a passion that could grow into a great business idea, but aren't sure if you have what it takes to be a great entrepreneur, here are some questions to consider for yourself:

Are you a self starter?

Consider if you can hold yourself accountable to set goals and complete them on time. Tip: Create a "6 Most Important" daily list. Don't end your day until the list is complete. If you are unable to complete an item on the list, place it as priority #1 on the following day's list. You will be shocked at how many things you accomplish in a single week!

Can you get creative?

Creativity is the mark of a true entrepreneur. It's the ability to look at needs or problems from a different angle. Creative innovation, problem solving and marketing will give you opportunities and set you apart from your competitors.

Do you have a commitment to never ending improvement?

Are you willing to commit yourself to do and be better? When we aren't achieving the results we desire in business, good entrepreneurs take full responsibility for their part in the challenges. This includes on going education and exposure to the latest information, as well as developing and improving our own skills. Above all it is a mental state we choose, learning from our mistakes and responding positively to challenges.

Do you follow through?

Are you reliable? Do you have integrity? Forget about following through with the minimum, strive to over-deliver whenever possible and you will truly Wow those around you!

Some more questions for you to answer for yourself before stepping onto the entrepreneurial train include:

- Are you passionate about what you would be doing in business?
- Do you understand the basics of business?
- When you don't know the answer, are you willing to ask others?
- Do you have a realistic sense of your own strengths and weaknesses?
- If you make a mistake are you quick to right the wrong?
- Do you have a desire to make a contribution and a difference?
- Do you have a strong sense of your own personal core values and how they would be reflected in your business?
- Do you have a desire to be independent?
- Are you willing to accept calculated risk?
- Are you persistent?
- Can you share success and recognition with your team and those around you?
- Do you have a desire to accomplish something special with your life and leave a legacy?

If you answered any of these questions with a no, don't worry, you may still become a tremendously successful entrepreneur. You can work on developing these qualities in yourself, partner with other people, or hire employees who have the strengths you lack. By simply being aware that one area does not come to you naturally you will be able to make decisions to set yourself up for success. Besides, in business as in life it takes all types, the true key is Passion! Good luck.

Natalie Peace is currently hosting a new TV segment on Racetoamillion.ca called "The New Entrepreneur."

For more information visit NataliePeace.com

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