



ENTREPRENEUR'S GUIDE TO SUCCESS



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ABOUT WSI

Wanting to take control of your life by pursuing more with your time is common among those who find themselves in an economic or career standstill. Becoming an entrepreneur is very rewarding, both financially and emotionally. And while you'll face endless hours of work and obstacles, this won't matter once you receive the personal gratification from all of your hard work.

Entrepreneurs are ambitious, passionate, smart and so much more. Their ability to act outside the lines, challenge convention and trust their own common sense gives them the confidence they need to achieve their goals.

If you're an entrepreneur or hoping to become one, we've put together for you an 8-step guide to entrepreneurial success.

Enjoy!

A person is rappelling down a rock face at dusk. The scene is dimly lit, with the sky showing a gradient of blue and purple. The person is silhouetted against the light, and their gear is visible. The rock face is textured and appears to be part of a larger structure or cliffside.

BE PERSISTENT

Persistence is the art of knowing when not to give up. With the internet today, it's easier than ever for individuals to start their own business.

We have all heard the saying, "hard work pays off", and that statement is true for all business owners. While entrepreneurship is exciting, it's nothing without your persistence. We all possess unique aspirations, but it's our determination and perseverance that will help us achieve our goals.

Proactively seek new opportunities

If you've been considering going into business, it's up to you to be proactive and seek out new opportunities. Finding a business opportunity that suits your interests, skills and budget is arduous, especially if you're starting a business from scratch. Your dedication will help you transform your ideas into a lucrative business model.

Don't be afraid to fail.

25% of new startups fail in the first year.

Your tenacious personality allows you to accept and bounce back from your failures. With any success, there will be obstacles to overcome. It is important to remember the hurdles along the way and use them to test your skills. See these obstacles as opportunities to be innovative and learn from these experiences.

Maintain focus and be organized.

Without a manager keeping tabs of your work performance and your monthly objectives, your ability to maintain focus and discipline yourself becomes paramount to your success.

Harvard Business Review recognizes that organized individuals are more than 1.5 times more persistent than those working in an unorganized work environment.

Taking charge of your professional life and becoming your own boss can be very exhilarating, if you are not organized, you can easily become overwhelmed. There are countless software applications that can help with staying organized. Evernote, Wunderlist, Trello are a few apps available, but if you're used to the traditional whiteboard, notebook or sticky notes, these are just as effective. Organization tools and apps are essential for entrepreneurs and you should use them to keep your business and ideas on track.

*“You’ve got to be willing to fail, and crash and burn ...
if you’re afraid of failing, you won’t get very far.”*

– Steve Jobs

A blue-tinted background image showing the silhouette of a person with their arms raised in a gesture of triumph or passion. The person is positioned on the right side of the frame, with their arms extending towards the left. The overall mood is one of achievement and empowerment.

DETERMINE AND EMPOWER YOUR PASSIONS

Ask any successful business leader what the key to success is and you can bet you hear the answer passion a few times. Let's face it, when you're thinking of starting your own business, you want it to do something you're passionate about. Consequently you're going to stick with it through both the good times and the bad times.

Research has shown that 65% of entrepreneurs follow their heart when choosing their new venture. When your sheer passion is the driver for your new business, your definition of success changes and you'll be much happier.

Determining why you're passionate about something is not always crystal clear. People come from all walks of life and because of this, we all have our own reasons for our passions.

Find your hobbies. What gets you excited?

When you're ecstatic about what you're doing, that energy encourages you and those around you. Excitement is contagious, and the excitement you have for your business will help you convert your prospects into supporters.

One clear way to evaluate your passions is to look back and see where you've invested your time and money. Certain topics will naturally spark your curiosity, pay attention to these topics because they are often the topics that you're passionate about.

BE FLEXIBLE

Many entrepreneurs have turned their ideas into successful business ventures through the ability to quickly adapt to change with an open-mind. In essence, those who inherently possess the ability to be flexible will be able to address any obstacles they encounter on their road to success.

Flexible people are able to think outside the box when faced with unforeseen hurdles.



Mark Zuckerberg, the founder of Facebook, first designed Facebook as a social platform for Harvard Students to connect and network. Today Facebook is a worldwide recognized brand, used by students, parents, businesses, you name it. By introducing the website to various new audiences, Facebook has increase their profits and value by a ten-fold.

Ability to change direction.

As your business grows, the direction of your business should also change too. You cannot grow as a professional if you're unchallenged and stuck in your comfort zone. This statement is also true for your business endeavors.

A business that stays within their comfort zone or specialty cannot advance unless they progress with society. We've seen many successful business phase out over the years, does Kodak or Blockbuster ring a bell?

Be proactive.

With a flexible mind, you're ahead of the game by looking for alternative solutions to potential hurdles even before they arise.

No guarantees.

We have all heard the phrase, "there are no guarantees in life" and the same is also true for business. It would be wonderful if we could see what is behind every corner but, unfortunately, that is not always the case.

We all know that there are no guarantees in business or in life but remaining flexible doesn't mean you have to compromise your dreams, it simply means that through the ability to have an open-mind and change direction when required your business will have more chance for success.



ENFORCE YOUR VISION

Successful entrepreneurs are visionaries. Whether it is the vision to improve an existing product or develop an entirely new idea, entrepreneurs share the same fundamental philosophy regarding how to improve the way we live. That could mean offering anything from a better product at a cheaper price to developing a revolutionary technology to enrich our lives.

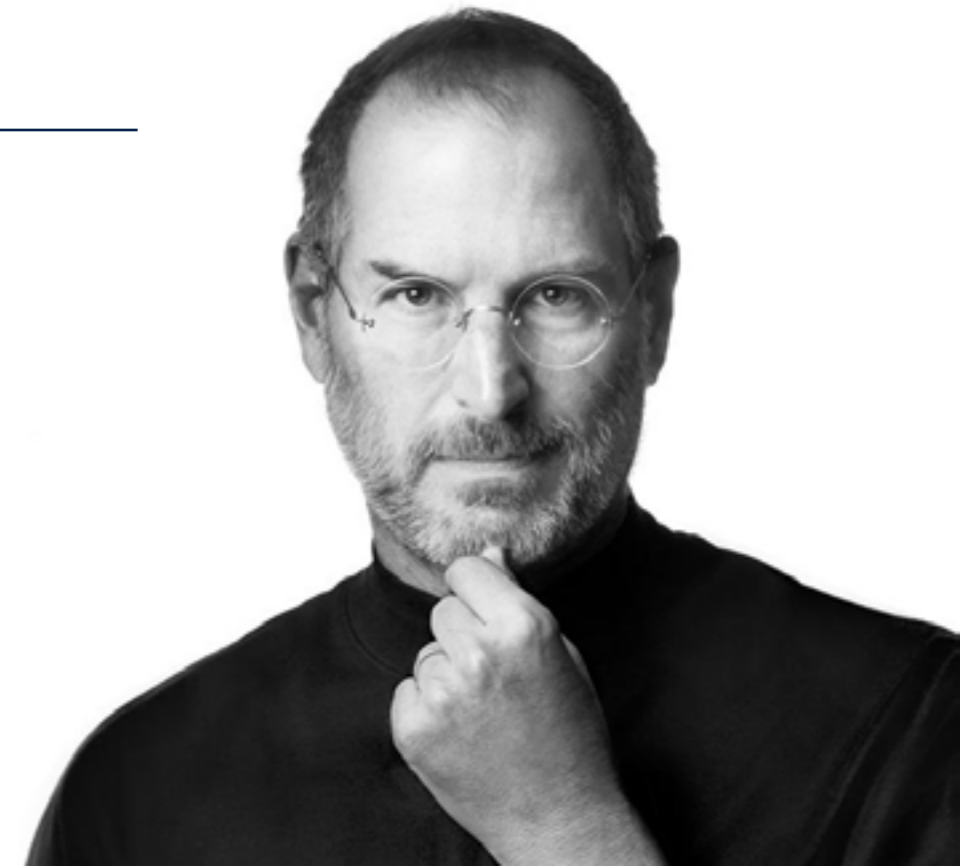
Can you foresee the future?

All great business ideas start with a vision. However, your vision is not enough to ensure your success, you must also forecast for the future. Can you imagine you envision your business in the next 10 years?

Being innovative means you're constantly looking for better methods to conduct business. Successful entrepreneurs have the ability to create better, more cost effective ways to bring their products and services to the market.

*Innovation distinguishes between a leader
and a follower.*

— Steve Jobs



BREAK RULES AND TAKE RISKS

The background of the image is a dark blue gradient. On the left, there is a large, dark silhouette of a human head in profile, facing right. On the right side, a silhouette of a person is walking a tightrope that stretches across a mountain range. The person has their arms outstretched for balance. The overall theme is risk-taking and ambition.

Ambition and risk taking go hand-in-hand when starting a new business. Your ambition is the driving force to success, and it will aid when necessary to take risk. Acting outside of your comfort zone is integral for innovation which will ultimately help your business succeed. Whether it be a financial investment or hiring new staff, these changes are investment for your business, and you must take these risks to increase your chances for success.

*“If you’re not
a risk taker,
you should get
the hell out of
business.”*

*– Ray Kroc,
founder of McDonald’s.*

Conduct a risk analysis.

With each new opportunity we embark on, we leave the comfort of our secured walls and face the challenges that come with starting a business. But like any smart business professional, it’s important to conduct a risk analysis before committing to any major change.

Most entrepreneurs have the goal, to start a business and become self-sufficient, however, the path to success is different for everyone. Taking risks to be different and do something outside of the norm will help your business stand out from the crowd. It is necessary to challenge yourself and act outside the lines to truly see the difference of your efforts.

If you’re not used to being outside your comfort zone, try to set a goal to do one new thing, or go somewhere new once a month. It could be as simple as trying a new restaurant, taking up a new hobby or going to a social event you wouldn’t normally attend.

EMBODY CONFIDENCE

Confidence is one of the most important assets in being a successful individual and entrepreneur. Your confidence in business idea or vision will transcend into your business, potential partners and prospects. We've already discussed how important it is to have a vision and follow through with it, now let's discuss the importance of trusting those visions.



Trust yourself.

No one knows your business better than you, which is why it's so important to trust that the decisions you make are good ones. Starting your own business has probably come from a lot of thought and hard work - trust that it will pay off.

In addition to trusting yourself, you must rely on yourself, as well. You are your company's greatest asset - no one will support your vision more.

Great leaders don't need to act tough. Their confidence and humility serve to underscore their toughness.

— *Simon Sinek*

A person is shown in silhouette, sitting on a large wooden log in a forest. They are in a meditative pose, with their hands resting on their knees. The background is a soft, out-of-focus forest scene with sunlight filtering through the trees. The overall mood is peaceful and contemplative.

BE SELF-AWARE

With being a successful entrepreneur comes with a lot of life lessons, including learning more about yourself. It's extremely important to be aware of yourself and your habits, understanding yourself will help you organize your personal goals and areas to improve. What are your strengths? What are your weaknesses? Are you an organized person? Do you get stressed easily?

A survey of 75 members of the Stanford Graduate School of business Advisory Council stated that self-awareness is the most important attribute for a leader.

Be Modest and Seek Help when Necessary

You need to realize that you are new to entrepreneurship, so it's important that you're realistic about your business expectations. Know the things that motivate you and set goals around them. Setting small goals will help you keep the end goal in mind. With several small goals versus one large one, it can be less daunting and allow you to make progress with more enthusiasm and efficiency.

While it's important for you to believe in your skills and ability, it's important that your pride doesn't hinder your pathway to success. When someone offers to help, accept it! Don't let your pride get in the way of someone helping you get your business up and running. Remember, you're the new kid on the block; so, someone's experience can go a long way.

Consider taking some personal development classes or reading some awareness books. Knowing how you communicate and how to communicate with others is a vital part of being a successful entrepreneur.



GET NETWORKING

We've all heard the saying, "it's not what you know, it's who you know." This couldn't be more accurate and especially applies when you're a new entrepreneur or business owner. Of course you have to be knowledgeable in your line of work, especially as an entrepreneur, but who you know will get your foot in the door. Networking is so important, no matter what line of work you're in.

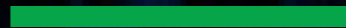
If you're a shy or introverted, networking is probably not your cup of tea. That's perfectly normal - it's not easy to walk up to someone you don't know and make them remember you! One way to slowly immerse yourself into networking is by these environments is by going with a friend or coworker, this will lessen the stress.

Use your connections to your advantage.

It's one thing to network at events or work functions, but if you do nothing with these connections, there really is no point. It's important to use your newly found connections to your advantage. Everyone has something to offer, but remember to return the favor.

On the flip side, think of your connections to different industries and what you can offer when you're networking. Think of previous colleagues and employers that you're still on good terms with.

There is no crystal clear outline of what a perfect entrepreneur is, however, there are multiple traits found amongst the most successful ones. The truth is, becoming an entrepreneur goes hand in hand with joining the world of the unknown, there are no set rules and each path to success is unique. Something may work for one person may not work for you. Running your own business isn't an easy task, so expect a lot of trial and error. But, if you take it one step and a time, you can and will be successful.





When the World Wide Web first launched back in 1991, who knew it would fundamentally change how businesses and society operates? In just 20-odd years, this cultural shift has not only introduce the necessity for online presence from businesses and individuals, but it has also open doors for millions of organizations and individuals to work remotely no matter where they're located.

5 Reasons Why Entrepreneurs Like Internet Business Opportunities

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