

An Action Plan To Be An Entrepreneur

Serial entrepreneur Dr. Brian P. Simon shares insightful guidance for those looking to live their passion and be a successful entrepreneur. Here are some steps one can take to turn a dream into a business, according to his book, *The Real Estate Journey*.

1. **Call upon key personal traits**, including courage, curiosity, patience, discipline, and flexibility.
2. **Nurture major business skills** in communication, computers, decision-making, problem-solving, organization, and in being a people person with a vision.
3. **Explore the key aptitudes of perseverance, creativity, self-assurance, tolerance** for ambiguity, and an attitude toward failure. Rather than view failure as a catastrophe, learn what to avoid the next time around.
4. **Be action-oriented.** Don't put difficult tasks off. Be ready to tackle any objective, any time.
5. **Increase your potential by growing your level of business knowledge.** Read publications, talk to business owners, and search the Internet for getting an education of current business trends and the skills needed to succeed.
6. **Sell yourself--always.** An entrepreneur is at times the person who pours gasoline on himself so that others come around to watch him burn. When you start a business and only get paid when sales or transactions happen, you must sell yourself.
7. **Build a strong relationship with a banker.** Regardless of the type of business you start, you can be assured that a good banker will bring you value and vice versa.
8. **Build a strong relationship with a trusted attorney** once you are financially able to.
9. **Surround yourself with good people and lead them.** Having people who possess clear, strong gifts is the only way you can compensate for your weaknesses. The most successful people are those who manage to make the transition from being a doer to being a manager and a leader.
10. **Stop saying you don't, can't, or won't.** It's not enough for you to say, "I have this great idea, but I don't have any money, so I'm not going to do it," or "I have money saved up, but I don't want to risk it." Taking a risk is a must in life. Entrepreneurs must evaluate the risk and be willing to step out on a limb. Investing blood, sweat, and tears, in the game to potentially make money is a real risk. You may potentially lose money as well. That is just as real.