



**APRIL 20, 2019 BY VICTOR ISAACS THE BLOGGER**

## Starting a business is never as hard as staying in a business

It is not a good thing to talk about oneself. Of course each and everyone has a story tell. Not just one but series of stories. We can recite these daily; a mental movie in a re-play mode, a featuring film that repeats in our mind. Sometimes you failed, you weren't smart, you weren't lovable.... Not good enough. Just like when you start a business and fail within the first two years.

May be you did plan, may be you did not set goals. In between the plan and goals attributes, you might have not factored in the SWOT analysis. A good example is how victor Isaacs skipped form three class all the way to form four during his secondary school studies (an article for another day). What is his journey in the entrepreneurship? Where do business ideas come from? Where do we get capital to start a business?

Sit back, relax. Breathe it in using your nostrils, and pause. Breath out through you mouth, and pause. Then pay attention when your movie plays—when you feel anxiety about being who you are or facing the realities of life, Realize that this movie isn't real, it isn't true, and it isn't you. It's just a train of thought that can be stopped—let us rewritten this script altogether.

### **Who is an entrepreneur?**

An entrepreneur is someone who recognizes a gap in the marketplace that must be filled. The entrepreneur then starts a new business to fill the gap. Sometimes, entrepreneurship creates a new item or service that is soon desired by a growing list of customers. One example of these is Smart phone. A number of years ago, no one thought that the mobile phone needed to do anything except be able to make and receive phone calls. Similarly, the personal digital assistants (PDAs) have been popular. There was an opportunity to consolidate these devices into one realized by those with an entrepreneurial mindset

## **Why should we think about being entrepreneurs?**



There may be many jobs in your environment, but one chooses to be own boss. However, external and internal forces drive individuals into different business setups. Key internal forces may be knowledge and competence of management and workforce while external forces can be economy, competitors and technology. When you think about entrepreneurship, consider business life-cycle stages without skipping any stage; Seed, Start-up, Growth, Establishment, Expansion, Maturity and Exit stage

## **What if you don't want to be an Entrepreneur?**

Employment will help an employee who are not innate entrepreneurs get seasoned with both hard skills and soft skills which are ideal to any entrepreneur. These skills can make a better entrepreneur or a better employee. When other people want to work with you because you have the expertise they need and because they trust and respect you, you will be in high demand.

## **Entrepreneurial Hard Skills**

Hard skills are quantifiable. One can easily reveal his/her expertise through test, interviews, and certifications. Examples of hard skills are measure of knowledge

skills attained and experience in a particular area of expertise e.g. writing proposal and managing money.

## **Entrepreneurial Soft Skills**

Soft skills are not easily measured. Some examples of soft skills are being a good team player, being able to take praise and criticism, thinking creatively to solve a problem, taking initiative, being personally and socially responsible, customer relation and active listening.

## **Personal hard skill set Questions**

- What certifications or degree do I have?
- What awards have I won?
- What training do I have?
- What work experience do I have?
- What do I do at home, at school?
- What do other people tell me I do well?
- What do I like to do?

## **Personal soft skill set demonstrations**

- Team leadership or participating on a team
- Teaching, coaching, mentoring others
- Making speech or giving presentations
- Debating
- Volunteering
- Getting recommendations from co-workers
- Achieving awards

## **TEN rules for successful Entrepreneurs**

1. Get used to rejections; by employers and job opportunities
2. Set a goal and work hard towards scoring

4. Try to ignore little minds
5. Always try to welcome inspirations from publications and media
6. Shout yes to opportunities and take risks
7. Brand yourself positively
8. Believe in customers as number one, employees number two and partners number three
9. Don't complain of the economy, troubles, partners instead identify opportunities and attack them.
10. Have passion and do what you love most.

## **SIX Challenges faced by entrepreneurship**

1. Identifying skills that have value in the marketplace
2. Understanding social, legal and ethical responsibilities as an entrepreneur
3. Describe the ways in which a business receives income
4. Describe the basic elements of a customer sale presentation.
5. Organize important business records
6. Explain tools that business use to grow

## **FIVE places to get ideas for a business**

- Identify your biggest satisfaction of which can earn returns, implement and manage.
- Think of your big frustration. Think of how many people may be the same mess then identify the solution to the problem
- Think big about the world's biggest problem
- Start doing something relevant to the problem solution
- Be innovative on the solution

## **An idea may be a good business opportunity ONLY if;**

- Other people need the product to solve a problem they have.
- The product can be supplied at a price people are willing to pay while still being high enough for the business owner to make profit.
- The business will work in the community.
- The entrepreneur has the skills to create business.
- The entrepreneur has the resources to start the business before someone else does.

- The business is sustainable, meaning it can be kept going.
- The technology exists to create the business

## **THIRTY business ideas that don't require capital**

1. Tutoring
2. Tour Guide Service
3. Dog Training
4. Dog walker
5. Publicity
6. Art gallery public display
7. Delivery/ messenger services
8. Social Media Management
9. Consulting
10. Pet Sitting
11. Pet grooming
12. Taxi Service e.g Uber
13. Tax Preparation
14. Body massage
15. Bird watching guide
16. Baby sitting
17. Story telling
18. Dancing and dancing lessons
19. Entertainment
20. Clowning
21. Balloon decorator
22. Magician
23. Errand services
24. Plant care
25. Hairstyling and wrapping
26. Genealogy research
27. People person
28. Translating
29. Writing and blogging
30. Poetry for special occasions

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