



Entrepreneurs - Have You Got What It Takes To Succeed?

You've got a great idea, you are pretty sure that what you have will sell, you've even got some cash together. What else do you need?

Vision: You must be able to see where you are going and what the future will hold. See what others are not able to see and build your business on these visions.

Courage: The ability to act upon your vision despite having doubts. The readiness to give up job security and a planned future for the chance of making a success with your new business. This takes courage.

Strategizing: Having the courage to act upon your vision, you now need to build your strategies. You will need a business and a marketing strategy. These are the formulas that you will use to drive forward and manage your business.

Planning Skills: To ensure that you reach your vision, you need copious amounts of planning. Planning how you will reach your targets, how you will meet new changes and challenges and how you will improve your business. You will need a business plan and a marketing plan.

Researching: Having decided what your business is going to be, then you will need to find out who will want to buy from your business and at what price. This takes a fair amount of researching.

Conceptualizing: Knowing what you want to sell and to whom, you now need to define your products and services. Brainstorm different things that you associate with your company. Include everything, good and bad, until you are out of ideas. Keep in mind that ideas generate ideas. Write everything down, this is how you move your company forward. Use this period to design your products, what you want your company to look like and how you want it to be perceived by your customers.

Creativity: You will need the ability to think outside of the box. Keep ahead of your competitors by coming up with new, unusual and unique concepts and solutions to their needs. You will need to create marketing materials, packaging and sales pitches – all will need verbal and visual creativity.

Determination: Along the way you will come across many hurdles and set backs, you will need to dig deep, make your changes and keep going. Determination and the belief in your visions and plans will keep you on the road to success.

Humor: When all the world seems against you and all seems to be going wrong, when your customers seem to be your worst enemy then you need a sense of humor to carry you forward.

Lastly good luck!

Lee Lister writes as The Biz Guru, for a number of web sites including her <http://www.clikks.com> where she sells her informational products. With over 20 year's management and business consultancy experience with businesses large and small as well as being a serial entrepreneur, she now helps others set up, develop and market their businesses.