

## **Are you ready to be an entrepreneur?**

Deciding to become an entrepreneur and start your own business is a wonderful new path in life. In starting the process you will find that there is a lot of work involved. It takes the dedication to understand who you are as a person. Knowing who you are as a person will tell you what type of leader you are and if you are ready to take on the daily responsibilities of making all the decisions.

In a study conducted by William E. Jennings, "A Profile of the Entrepreneur" he asked subjects to rank several traits and attitudes related to business ownership in order of importance. He received in order; perseverance, desire and willingness to take initiative, competitiveness, self-reliance, strong need to achieve, self-confidence and good physical health. With making money, patience, organizational skills and a need for power all at the end of the list. This does not mean that making money is not important to these entrepreneurs, they just feel that the traits to be a leader are different from financial prosperity; instead they feel that good traits lead to financial success. From Nancy Michaels, she reports that today's entrepreneurs are more interested in competition and achievement than money or power. Defining your goals when starting your business will allow you to decide what is important to your organization. Keith Walton, a business owner on the west coast says, finding your passion is how to shape your business. He says focus on what you are good at and what suits your personality. Build your business the way your personality is. Your office or retail establishment is its own marketing tool. If you were to research the multiple web-site design studios on the Internet you would find that they each vary in personalities.

Starting your own business is an exciting learning experience from conducting market research, building contacts, writing a business plan, finding a location and getting your first business loan. The North Dakota SBDC is here to guide you through this path and help you to build a strong foundation for future growth. [Click Here](#) if you are interested in contacting an SBDC counselor in your area. A counselor will take you through the step of creating a business plan, financial projections, and establishing contacts with financial institutions.