

Stop Making Excuses

And

Just Do It Now!!!

How to Overcome the 27 Most  
Common Issues Holding You Back  
From Starting a Business and Living  
Your Dreams!!

Written by: Duane L. Lawton

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## What's Your Excuse??

Don't make excuses, make something incredible happen in your life right now.

**-Greg Hickman**

I put together this little e-book because I sincerely believe that it can help you overcome the many issues that you face and use as an excuse for not starting your own business. Forget about the excuses because there are none. There are solutions for the problems that occur in our lives. Even though I may not know you personally, I hope you find the courage, strength and determination through the information in this e-book to start building your fortune.

Much Success,

*Duane L. Lawton*

Duane Lawton

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## **Fear of Failure**

The greatest mistake you can make in life is to continually fear that you will make one.

**-Elbert Hubbard**

Everyone is bound to fail at some point in their lives. We can look at example after example throughout history and find great people who had to fall first, only to rise again.

Live your life with the strong conviction that success is truly the only option. But also realize that failure does come in our life. However, its purpose should serve as a way to test us. Never allow yourself to be controlled by the thought of failure. Instead be driven by the thought of success.

None of us can go through our entire lives refusing to act because the future is unknown. Take a long look at your life. I'm sure that in the past you have failed at something. You may have felt like your whole world would come to an end. Did it? Apparently it didn't because if it had, you wouldn't be reading this e-book right now! A student may, for example, fail a test but it doesn't mean he is unable to study harder and excel in his studies. Always know that you are capable of rebounding from failure if and when it comes.

Take a completely new approach when it comes to starting your own business. Don't take yourself out of the game before you even begin to play. If you always play to win, no matter what....You will not lose!!!!

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## **Impatience**

Patience and perseverance have a magical effect before which difficulties disappear and obstacles vanish.

**-John Quincy Adams**

I have to confess. I want things fast, quick and in a hurry! I have always been that way. But as I got older, I realized that it's OK to want things to happen quickly, just don't expect them to and don't get all bent out of shape if it doesn't!!

My real problem is that I wasn't willing to prepare and work hard to get what I wanted. Being impatient for me, came from wanting to accomplish a lot without putting in the blood, sweat and tears. You may have experienced the same issues. Patience is truly a virtue and it builds character. It gives you more maturity. I believe that it is the foundation of success.

When you're impatient, you'll just give up!! Don't give yourself unrealistic timelines. Find your own comfortable pace and stick with it. Success isn't always a sprint; it's usually a marathon. If you want to start your own business, remember, you're not playing the lottery! It will undoubtedly take time to plan, start and grow a business. Don't take shortcuts! Patience will strengthen your preparedness.

Impatience will destroy any chance you have to succeed. How many of us are always jumping from one idea to another? How many of us, run around, here and there, searching but never seem to find whatever it is we think we're looking for. Slow down, calm down and evaluate your situation. How has being impatient impacted your life? Breathe easy....

You can succeed in starting your own business. Just take your time!

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## **Criticism**

Difficulties are meant to rouse, not discourage. The human spirit is to grow strong by conflict.

**-William Ellery Channing**

No one gets excited when confronted with criticism. Personally, I hate it! But criticism and insults are completely different and should be treated as such. We all know when someone is being cruel and vicious. We know when someone is trying to hurt us. Hurt feels different from concern. Many times those close to us, criticize us out of care or even out of ignorance. Learn to make the distinction between malice and compassion.

Constructive criticism can be your best friend! Don't be afraid to seek feedback about your ideas and plans from people you respect and trust. Their response can play a vital role in your success. I used to take offense to anyone who criticized me. I was convinced that their criticism was the result of jealousy! Boy was I a fool! Criticism is apart of life and either we can let it break us or make us!

As I mentioned earlier, some people will criticize you out of ignorance. When it comes to entrepreneurship, many people will always be skeptical, feeling much more "secure" in their jobs. Understand the mindset of those who may criticize you unfairly. Respect what others have to say, but don't let their words dictate your actions.

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## **Not Enough Time**

Don't say you don't have enough time. You have exactly the same number of hours per day that were given to Helen Keller, Pasteur, Michelangelo, Mother Teresa, Leonardo da Vinci, Thomas Jefferson, and Albert Einstein.

**-H. Jackson Brown, Jr.**

I know, I know, you're so busy!! Right?? Little Billy has a soccer game. Little Amy needs new shoes. Your spouse longs for attention. Your boss is demanding and you have to work overtime.

Blah, blah, blah!!!

We all are busy! C.E.O.s of Fortune 500 companies are very busy!! The president of the United States of America is pretty busy. Have you ever been to New York City?? That place stays busy; 24/7/365!

Use time, don't lose it. When you're determined to get something accomplished, time can be on your side. Every moment of the day will be precious to you and you will learn how to use it wisely.

Not having enough time is probably the excuse we use the most to convince ourselves why we are not striking out on our own and starting businesses. The use of time is a legitimate concern and I'm not encouraging you to neglect other aspects of your life. One of the keys to success is time management. When you're focused and organized, you'll find that you can achieve a lot more than you thought you could with a lot less time. Less can be more when you're first starting out in business. Based on time and finances, it tends to work out better if you start out on a part-time basis. Just make sure not to sell yourself short and use time as yet another excuse.

Throw away the clock on your way to the top!!

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## **Resistance to Change**

It is not the strongest of the species that survive, or the most intelligent, but the one most responsive to change.

**-Charles Darwin**

If you really want to start your own business, then why would you resist change? The fact is many of us do. Why? Because it's easier to say what you want than it is to actually go through with it. It's fine to be a little cautious or reluctant, but understand that change is necessary and it must be carried out in order for amazing things to happen in your life.

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## **Too Much Pride to Ask for Help**

I remind myself every morning: Nothing I say this day will teach me anything. So if I'm going to learn, I must do it by listening.

**-Larry King**

Do you know someone who thinks they know everything??

Is that someone you???

No. Of course not! Right???

Well, I don't know, but one thing I do know is that there are other people who have already done in their lives what you are trying to do in yours. Don't be too afraid or too proud to seek out guidance from other people. Their knowledge and experience can lead you in the right direction. If you want to start a business, consult with those who can help you avoid the pitfalls you could encounter.

You don't have to be alone. There are people who are ready, willing and able to support you. If you are sincere, serious, and humble, people will do all they can to invest in your success.

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## **Lack of Vision and Purpose**

We are at our very best, and we are happiest, when we are fully engaged in work we enjoy on the journey toward the goal we've established for ourselves. It gives meaning to our time off and comfort to our sleep. It makes everything else in life so wonderful, so worthwhile.

**-Earl Nightingale**

I've never had a job that I didn't hate. One day, I just told myself that I was not going to continue to live my life the way I was living it. I became completely obsessed with living my life, free from bosses and paychecks. It wasn't easy. It's not easy. It's not going to be easy.

In spite of this, I've given up all of my excuses and everyday I'm living my vision! I know that I have a purpose in life and I can't turn back now. There is a purpose for your life, one that you may have known for a long time. You can fool others, but don't try to fool yourself. You can realize your true purpose when you acknowledge it, accept the challenge and conquer it!

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## **Looking for that One Big Original Idea**

There is no such thing as a new idea. It is impossible. We simply take a lot of old ideas and put them into a sort of mental kaleidoscope. We give them a turn and they make new and curious combinations. We keep on turning and making new combinations indefinitely; but they are the same old pieces of colored glass that have been in use through all the ages.

**-Mark Twain**

Stop waiting...and waiting...and waiting...and waiting for that one, big idea that will give you the power to rule the world!! You already have the power! The idea is you. I used to sit around, staring into space, trying to think of “something” ; “anything” that I could do totally different from everybody else and make a fortune. The ideas are already there. It's up to you to adopt them, put your own spin on them and make money.

Don't waste hours, days, weeks, months, years, decades, in search for some “magical” idea that will make you rich and famous and loved by all. People have already done the brainstorming for you. Take those ideas and follow the model of those who are successful implementing the ideas. Stop giving your brain a headache!

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## **Lack of Faith**

Take the first step in faith. You don't have to see the whole staircase, just take the first step.

**-Martin Luther King, Jr.**

Some of us are unable to believe in anything! We're too practical. We're too "realistic". We have to see it happen before I own eyes. That's ridiculous. In life, we have to make things happen and it's the same way in business.

Lack of faith stems from other issues that we have in our lives. Faith is one of the greatest assets you can have when you're starting your own business. Because, let's face it, you don't know what's going to happen! Nothing will happen if you do not take action though.

Everyone has faith. For many of us it is just buried down in the depth of our souls. When you use your faith, you can take on any challenge. You can overcome the odds. You can't honestly expect to accomplish anything without truly believing that you can do so.

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## **Competition; Intimidation**

You have no control over what the other guy does.  
You only have control over what you do.

**-A. J. Kitt**

Do you see all of the great things others are doing?

Who cares!!!

No, you should be inspired by the accomplishments of others, but don't be intimidated by those same accomplishments. You are just as capable of great accomplishments as the next man or woman. Sometimes we hold others up on a pedestal and subconsciously hold ourselves down in the dirt! You should feel a sense of entitlement because if you work hard and endure, you deserve all the success of others and even more!

Competition is just apart of being in business. It comes with the territory. When you're in the planning stages, you should do extensive research on your competitors. Don't be discouraged because you don't think you will measure up. Don't look at your venture into business as being, you as "David" vs. other well-established businesses as "Goliath" (but remember, David won). All of your competitors started where you are now and some even started with less. You don't want to start out operating your business, thinking about someone else's. Strive to carve out your niche and take your rightful place in the world of entrepreneurship.

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## **No Money or Credit**

Money never starts an idea; it is the idea that starts the money.

**-W. J. Cameron**

We've all heard the saying, "it takes money to make money". I've heard some people say, "You don't need money to make money".

Which is true?

Well, I think both are essentially true, depending on the situation. You should be realistic when planning to start a business. Your present financial situation will play a role. But you know how your finances look better than anyone else. You know about your credit. I would advise you to confront your financial situation head-on. Take the time to get a clear grasp of what you owe and what you have. If you have credit problems, clean it up. Develop a system to save more money than you have in the past. This will take time, but you can do it.

You will have to deal with your financial situation. Realize that one of the main objectives of starting a business is to obtain financial freedom. A successful business can turn your finances around. You can start many businesses part-time and from home for just a few dollars! I'm serious! Don't allow your finances to overwhelm you. You don't need a million dollars. You don't need tens of thousands of dollars. While you are actively taking control of your finances, you might only need a few hundred dollars to get started.

Think creatively when it comes to financing your business. There are many sources that you have access to right now that you can go to for help. I'm not an expert on money so I won't attempt to advise you in detail on a financial plan.

But what has helped me is coming to the realization that it's not about how much money you have or how good your credit is...

It's how you think about money and credit and how you use what you do have it in a way that's wise and the most effective in the pursuit of success.

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## **Lack of Knowledge and Experience**

The great end of life is not knowledge but action.

**-Thomas Henry Huxley**

OK, so you're not an expert. You don't have to be a "know-it-all" to start your own business. You don't have to have outstanding credentials and impressive titles, not unless you want to do something that requires a license. And if that is the case, then you just find out the requirements and get the license. Everyone in business are not intellectual geniuses. Being in business for yourself takes guts.

You many consider yourself to be an ordinary person with average intelligence. There are businessmen and women who never finished high school. There are businessmen and women who spent time in prison. Don't be judged by what you got on your SAT's in high school or what your G.P.A. was when you graduated from your little-known community college with an associate degree. If you're more driven and work harder than everyone else you will be at the head of the class in business.

Having little or no experience can also discourage people from moving forward in starting their own businesses. Don't let this happen to you! Uncover opportunities to learn about whatever it is you want to do in your own business. Get a mentor and just watch, look and listen. Wisdom can be obtained through observation. Take time to learn and master everything there is to possibly know about the business you wish to go into. Then act!

There is no "statue of limitations" to knowledge. No matter where you are in your life, remember that what you don't know is never too late to learn.

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## **Missed Opportunities**

Every morning is a fresh beginning. Every day is the world made new. Today is a new day. Today is my world made new. I have lived all my life up to this moment, to come to this day. This moment - this day - is as good as any moment in all eternity. I shall make of this day - each moment of this day - a heaven on earth. This is my day of opportunity.

**-Dan Custer**

In life we all must learn to live with regrets. My life has been filled with them. We all must also learn how to move on. Every day is truly a new day which presents another opportunity. The ones who succeed are the ones who seize the moment. There's no point in a fisherman dwelling on the one that got away. He has to keep throwing the hook out into the water until he makes the big catch. Instead of the big catch he may make many smaller catches. In both instances, he and his family are going to eat good!

Just like I said earlier that you can't go around looking for the one, big, original idea, you also can't be overcome with the idea or opportunity that could have been. There are so many possibilities in life that can turn things around for you. If you want to start your own business, follow your passion and keep your eyes and ears open. Act...don't react. Don't wait. Don't ponder. Fortunes are built on seized opportunities, not missed ones.

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## **Prejudice and Discrimination**

The world has the habit of making room for the man whose words and actions show that he knows where he is going.

**-Napoleon Hill**

Some people live their entire lives concerned with how others perceive them. Let me let you in on a little secret: There are people in the world who are prejudice. There are people in the world who are racist. There are people in the world who discriminate against others based on gender, weight, work experience, family background, sexual orientation, class status, race, so on and so on. Unfortunately many of these people are in positions of power and influence. That's the bad news.

The good news is you control your own destiny. Your future is in your hands. You have to be confident and fearless in the pursuit of success. There will be an endless amount of obstacles that stand in your way to success. Prejudice and discrimination will be one of those obstacles. Don't let this fact put a damper on your goals in life and in business. There are successful businesspeople that come from different backgrounds. Believe me, there are people who "look" like you making outstanding achievements in the world of business. One quality that every successful businessperson shares is determination. Don't go into business seeing yourself as a target for discrimination. Earn and demand respect. Once you realize that your success will be based not on how others see you but on the way you see yourself, nothing and no one will be able to stop you from getting what you want.

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## **Being Indecisive**

Each indecision brings its own delays and days are lost lamenting over lost days ... What you can do or think you can do, begin it. For boldness has magic, power, and genius in it.

**-Johann Wolfgang von Goethe**

Should I do this? Should I do that? Maybe I should do this instead? What should I do?  
What do you think?  
All I have to say is,

“Hey, why are you asking me???”

Have you ever known someone that you could never figure out? You may have known this person for many years but have no idea what his or her morals or beliefs are. People always change their minds. They are always saying or doing something that contradicts something else that they said or did in the past. In life you have to stand for “something” and that’s even more evident in business. Stop having an “I don’t know” attitude about everything. Have an opinion. Hold a strong conviction. Learn to thoroughly evaluate a situation and make your decision accordingly.

It’s OK to change your mind sometimes. Change is good and a necessity in life and in business. Just don’t become paralyzed by it. Don’t allow confusion to rule your mind. Be firm and aggressive in your pursuits and let the chips fall where they may. It’s better to experience a set-back from the result of a bad decision than to simply do nothing because of indecision. You can learn and even be more determined from making a bad decision. Being indecisive is like being lost in the desert with no food and water and being unable to move.

What’s going to happen??

Make a decision. Stick with it. Get out of the “desert”. See you in Las Vegas!

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## **Lack of a Positive Attitude**

People who never achieve happiness are the ones who complain whenever they're awake, and whenever they're asleep, they are thinking about what to complain about tomorrow.

**-Adam Zimble**

Let me tell you that it is not always easy to have a positive attitude. It's quite easy to be negative, to expect the worst in every circumstance. Negative attitudes come from negative past experiences. It comes from thinking back on everything that has gone wrong with your life instead of highlighting what has gone right with it. Your attitude will set the course that your life will take. In business many things may go wrong in the beginning. It's your attitude that will play an important role in getting your business headed in the right direction.

Attitude affects you and others around you. People with negative attitudes are difficult to be around. A bad attitude will suck the life out of you. It will crush your spirit. Don't drown in your own self-pity about the past or the present. Things will only change in your life when your attitude about life changes. People with negative attitudes will rarely start businesses and those who do will never keep them. They will fail because the foundation of their business is built on doubt.

You can succeed in your own business as long as you keep the right attitude. Because regardless of how long it takes, your positive attitude won't allow you to give up. Your attitude will definitely be tested. Don't expect everything to work out fine based solely on your attitude. But when things do go wrong, your attitude will make a huge difference in how you handle adversity.

Be positive at all times and refrain from being around others whose negative attitudes could bring you down. Remember that misery loves company and if those around you have given up on their dream it makes them feel better if you give up on yours. But have you ever been around people who just seem to be overflowing with confidence? They always have a bright smile, looking at the positive side of things. This is the type of person you want to be around. Their attitude will rub off on you, giving you the confidence you need to get started in your own business. Now!

Even in the midst of a "cloudy day", always have a sunny disposition. And at night, always keep your head up to the sky because that's where the stars are.

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## **Lack of Intensity; Too Conservative**

It takes courage to push yourself to places that you have never been before... to test your limits... to break through barriers.

**-Anais Nin**

I know people who will never take a chance in life. I know people who will take a chance but without a clear purpose and determination of what they “claim” they would like to accomplish. You have to give 110% in life and in business. Not 25%, not 50%; it’s not even enough to give 100%! You have to go well above and beyond to succeed in business.

There are too many of us who have outspoken personalities but take passive actions. In other words, we can talk the talk, but we can’t walk the walk! We are so careful in everything that we do that it leaves no room for adventure. We are a “do just enough” kind of people, but in business enough is never enough. If you want to start your own business, you can’t expect all of the numbers to add up. You can’t expect everything to go as plan. You can’t do the minimum. You have to be able to think outside of the box. You may have a tremendous amount of ability and intelligence but the limitations caused by your lack of intensity and conservatism will keep you from coming into your own in business and life in general.

Surprise yourself today. Do something that you’ve never done before. Take a task or hobby that you do on a regular basis and do it differently with more “fire” and “desire”. Get a rush out of experiences in your life. Don’t be boring. Be daring. There are others who will push themselves to the limit to succeed in business. To be competitive, you can’t hold back, you must raise your standards and accept the challenges of entrepreneurship.

Be driven by passion and not held back by logic.

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## **Keep Quitting**

If I had to select one quality, one personal characteristic that I regard as being most highly correlated with success, whatever the field, I would pick the trait of persistence. Determination. The will to endure to the end, to get knocked down seventy times and get up off the floor saying, Here comes number seventy-one!

**-Richard M. DeVos**

Are you a sports fan? If not, I know you have seen an athletic competition before on television or in person. Have you ever watched a sporting event where one team was trailing in points at the intermission? Have you ever seen games where one team is losing with only a few minutes left only to make a comeback and win! It happens all the time in sports. When teams are losing you never see them just stop playing, clear the sidelines and head for the locker room! The coaches would never let that happen! Nor would the fans for that matter.

Sports can teach us a lot about situations that we go through in own lives. It takes a lot of guts and courage to even compete in sports. Well, it also takes a lot of guts and courage to compete in business. Do not quit before you even get started!! That's equivalent to an athletic team that looks across the field at the other team before the start of the game and decides to not play because the other team is bigger, stronger or has more wins. They say in football that any team can win or lose on any given Sunday. The same goes for you. You can win or lose in business but you will always lose if you always quit.

Never....ever-give up!!

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## **Unorganized and Unprepared**

The wise man bridges the gap by laying out the path by means of which he can get from where he is to where he wants to go.

**-John Pierpont Morgan**

You have to get a firm grasp of where you want to go in life. Planning is a key component in your success in business and in life. Many people skip this part. They are so excited about the prospect of starting their own business and making a lot of money that they often neglect or don't give enough adequate attention to the planning process. Frankly, you can not afford mentally, physically or financially to not make a solid plan. You are basically buying a one-way ticket to failure if you do.

Planning begins with organization. I've had some serious problems with being disorganized. It doesn't matter if you're leasing office space or working from home in a spare bedroom, you have to "clean up house" and get everything in order. On a mental level, prepare yourself for the challenges up ahead in starting your own business. Throw out all the negative thoughts that may be lurking around in your consciousness. Don't let the trivia things in your life hold you back from focusing on what's really important to you. Once you are organize, you can plan, becoming prepared and then you can move ahead.

Being organized and having a solid plan does not mean that you won't run into some "potholes". There is no such thing as a perfect plan. A master plan can have flaws. It's the execution of your plan that will make the difference. If you've been hesitant about starting a business because you're not prepared, your reluctant ness is understandable and justified. But every action that must be taken starts with you. Taking preparation is the first step on the staircase to success.

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## **Family Life**

The greatest happiness of life is the conviction that we are loved-loved for ourselves, or rather, loved in spite of ourselves.

**-Victor Hugo**

I don't have children but I recently got married. Things change when you enter into a lifetime commitment with someone and at some point, start a family. The responsibilities can seem like a burden that's too much to bear. Family is definitely high on the priority list of life and well it should be.

Think about this:

You want to give your family the best life possible. Why? Because they deserve the best. You want your children to have all of the things that you didn't have when you were growing up. You want your relationship with your spouse to thrive, filled with love and excitement and happiness. You want to achieve financial freedom so that your family can have a life most only dream of. All of this can be accomplished.

Your family should be the ultimate motivation and not a hindrance. Don't put the blame on your family for your own issues. If you want to start your own business, you have to find a way to make it work without neglecting your family. It can be easy to cross the line, to the point where you are so wrapped up in your business that your family is neglected. If you were single, with no kids, and living alone, this wouldn't be an issue. But it is an issue...

One of the most important things that you can have when you start a business is support from your family. Communicate with your family and let them know what you're thinking about doing in your life. If you have always wanted to start your own business, then your family already knows about your passion.

Talk things out and develop the best plan that fits your family's situation. How are your finances? How much money do you have saved? Can you get a loan? How much does your spouse make? Could the family survive with just one source of income? Is the family willing to make sacrifice? Would it be better to start your business part-time? Are you going to lease office space or can you start out working from home?

This is just a few of the questions that you must ask and be able to answer in agreement as a family. Stepping out on faith is good but you need that solid support system from your family to serve as your foundation. When your family supports you they'll be more than willing to get involved in what you are doing. The family unit can be a strong and formidable force in business. Don't shut your family out and try to hide any stress that you may experience as you begin your mission. Your family can be there to give you the strength you need to keep pushing on.

What if your family doesn't support you?

Life is about commitments and having a family is a commitment that last forever. Don't turn your back on your family and don't assume that their lack of support means they are turning their backs on you. Listen, starting a successful business with little money and a family to take care of is a huge mountain to climb. Members of your family may not share your vision, faith, commitment, determination, etc. when it comes to your goals of becoming an entrepreneur. As a family, you have to compromise and find a balance that will be comfortable for everyone. Hopefully, through that compromise comes acceptance by you and your family.

I can't advise anyone to quit their jobs and try to start a business with only a few dollars in the bank and you have a family to take care of. Simply realize that if you have a family, everything you do will affect them in some way. This is why planning and commitment to that plan is important when you're starting a business. If you can overcome the other issues that hold you back you can proceed and the load will be easier for you and your family. I would say that the willingness to make sacrifices throughout all members of your family is what is needed when you are starting your own business.

There may be less money in the bank account and less time for family activities, but if everyone is on the same page and in it for the long haul, the future will be bright.

Note: There are many opportunities to get into a business of your own that requires very little money and very little time. In the beginning these types of businesses may not even cause a significant change in your family life because you're operating the business in your spare time and you can finance it easily with only a few hundred dollars. If your family life is a major barrier for you, then start out small. The reality is that this moment in your life may not be the right time for you to start a business. But start planning. Make the "planning" the "business" until you're ready.

Just don't let years go by and your family continues to be the excuse you use for not starting a business. Look around at members of your family. I can guarantee that they have changed (for the better, I hope) throughout the years. You've learned earlier that you must overcome resistance to change.

Now learn to live your life with purpose and don't accept the idea that you're being held back by those closets to you who ultimately want the same thing for you that you want for yourself: happiness, success, freedom and fulfillment. Find a way!!

I want to start my own business, but I keep holding back because....

## **Fear of Taking a Risk**

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.

**-Mark Twain**

For years, I would tell anyone who would listen how much I wanted to be an entrepreneur. Anyone who knew me longer than a few minutes knew that I had this burning desire to be in business for myself. But even though I portrayed myself as being confident about starting a business, I was really afraid. I was afraid to take a chance.

There are many big talkers in this world but there are much fewer doers. I was one of the talkers. See, it takes courage to start your own business. Your reluctance to do so doesn't make you a coward. But until you are able to overcome your fear you will never reach your full potential in business or any other aspect of your life.

Millions of people lose millions of dollars in Las Vegas and other gambling cities all over the world. Every time you gamble, you are taking a risk. The odds in casino gambling are higher than your own ability to become an entrepreneur. Yet some of us rather play a game of chance with our money or our time in activities that will never make us rich.

If you ever really want to start your own business and become a doer instead of just a talker, then you have to have enough faith and courage to move away from your "comfort zone" Your everyday life is fine, but remember, risk-taking is how ordinary people can achieve extraordinary things.

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## **Education and Career**

To be what we are, and to become what we are capable of becoming is the only end of life.

**-Robert Louis Stevenson**

I know some very successful people. I've been fortunate enough to be associated with truly talented folks, who have made me a better person simply by knowing them. They have college degrees from prestigious universities. They have high-paying corporate jobs. They live nice homes in nice neighborhoods. But it is their "good" life that keeps holding them back from unlocking their true potential.

One friend of mine has a "life of the party" type of personality. He's very successful, with an executive position with a Fortune 500 company. He's your typical "company" man, always talking about what the "company" has done, or what the "company" is doing, or what the "company" is going to do. He seems to enjoy the role that he has at the "company" and doesn't plan to go anywhere soon.

Things are not always as they seem....

Recently he revealed to me privately, that he likes his job but for years he has felt like he wanted more. He told me that what he really wants to do is start his own consulting business but he can't.

"Why?" I asked him.

"Because I have a high-paying job!" he said as if I had overlooked the obvious.

My friend is like many of us who are well-educated with a good career. We become used to the way things are. We are conditioned to believe that a degree on the wall and the high five-figure or six-figure job is what success is all about. But how wrong we are. Success is about happiness. It's about personal fulfillment. My friend is a smart man, very capable of starting and maintaining a successful business, but he is letting his credentials stand in his way.

Entrepreneurs are driven by passion, not money. Don't get me wrong, they want to make money-lots of it. But I've seen corporate professionals leave their "titles" and high-paying salaries to live their passion and start their own businesses. And many of them have gone on to build multi-million dollar businesses!

You should be proud of what you have accomplished thus far in your life and in your career. You should be proud of your academic achievements. But if you have a passion that's a burning fire deep down within you, you can't ignore it, explore it. Everyone will claim how much better they could run the company they work for than the bosses or owners. If you believe you have what it takes then give it 110% and I'll be looking out for your write-up in an issue of Forbes magazine!

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## **Setbacks**

Every defeat, every heartbreak, every loss, contains its own seed, its own lesson on how to improve your performance the next time.

**-Og Mandino**

There are lessons to be learned through the setbacks we experience through life. That's a great way to look at setbacks-a learning experience. It's just like a student who fails a class and when he takes it again, he passes with flying colors. But what's more important than the grade he earns is what he learns and how his persistence to keep studying pays off.

Whatever you have gone through in the past can give you strength to face the future. Don't let your setbacks keep holding you back. People don't allow themselves to grow and mature. They settle with the "bad hand" that they feel life has given them. In the midst of a dark today, there's a brighter tomorrow. There are so many opportunities for you to succeed in business. Stay the course and turn your setbacks into a strong and powerful comeback!

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## **Insecurity**

There is no man living who isn't capable of doing more than he thinks he can do.

**-Henry Ford**

Stop feeling sorry for yourself. Get rid of all of your doubts! You can do it!!

The words are powerful and they are motivating. But they will mean little to you because I said it. You have to believe it. Insecurity is an issue that I have dealt with not just in business, but in my personal life. Insecurity will hold you back in just about every aspect of your life. I don't mean to use the same, old cliché, but you are somebody! Your life is worth it and you owe it to yourself to live it to the fullest.

Forget about all of the things that you've gone through in the past. You don't have to be the same person now that you were 5 years ago. You don't have to be the same person that you were 5 minutes ago! A transformation can take place within a snap of the finger. Have a sense of pride in who you are and what you can become. Once you take that first step, each step after that will make you stronger and bring you closer to your goal. To overcome insecurity, you have to break down the wall that you have built up inside of you.

Eliminate negative influences in your life whose words or actions will stifle your growth. Live your life with a tremendous sense of peace of mind, body and soul. When you feel so much better about yourself, the life you live will become more precious and your worth will be priceless. When you can tap into the power within you, the floodgates of success will open up to you. Starting your own business won't seem impossible. It will seem necessary!

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## **Lack of Focus**

No life ever grows great until it is focused, dedicated and disciplined.

-Unknown

You say that you want to start your own business. What have you done today that will help you achieve your goal? What have you done this week? What have you done all year?

It's obvious to me that we don't accomplish as much as we should because we are constantly distracted. We have short attention spans, but in business you have to pay attention to detail. You have to dot every "i" and cross every "t". It's a never ending system of making sacrifices in order to may your business work. As a young man in my early twenties, while my friends bar-hopped, I was at home working.

Don't get me wrong, recreation time spent with family and friends is important. But don't become so easily distracted by activities that won't improve the bottom-line. Each day, set aside time to work on the planning and start-up of your business. Treat your goals with respect and integrity. If you take your goals seriously, the blurred picture of your business will get clearer and clearer. Become almost obsessed with success! You will be surprise what you can accomplish when you take the time to focus in one area of your life. At these beginning stages of your aspiring business you should carry yourself like a businessperson. Think like one. Talk like one. Walk like one. Dress like one.

Put everything you have in the start-up of a business and just watch things take off!

I want to start my own business, but I keep holding back because...

## **Being Overwhelmed with Inspirational and How-to Information**

Pick something... and when you have ideas to do something else, write them down in an idea journal and say "I'll do this later!"

Read a written statement about what you are working on at least every other hour so it keeps you focused consciously... and this will eventually filter through to your subconscious.

**-Jim Edwards**

I have definitely been guilty of this! There is so much information out there about all kinds of business opportunities from real estate investing to making money on the Internet. How do you know who to turn to?

Follow your passion. Focus on one business opportunity and stick with it. Follow it through until you have started a business and then obviously at that point you're ready!

Note: There is a lot of good material out there in the big world of information. But there's also a lot of material that makes bogus claims, attempting to entice you to give up your money. You'll then be left with useless or exaggerated information. You have to learn how to sift through all of the nonsense and discover information that fits your interest and your situation.

Once you have found a business opportunity and products that detail the ins and outs of that opportunity, the application is up to you. Follow the information step-by-step, modifying where you have to without changing the concept that the information is teaching you. Read the information in its entirety to gain a full understanding of the text. Always take action. The words can't do it for you. Just like this e-book, the products serve as a source of inspiration or a blueprint of success for you.

Take it one day, and one how-to product at a time!

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## **Procrastination**

Things may come to those who wait, but only the things left by those who hustle.

**-Abraham Lincoln**

You need to get started now. Not tomorrow. Not next week. How many times have you put it off only to never revisit it again? It doesn't matter what the "issue" is or what your "concern" is. You can't keep making excuses. You are capable. You do have what it takes. I know you can do it and others know that you can do it. But what is your heart telling you? What are the thoughts going through your head? Are you ready to act?

Time is the greatest commodity that we have and yet it is the most wasted. Don't sit and wait because your opportunity will never come to you. You have to go to it. Do not pass "go", do not collect \$200! Go straight to the business opportunity of a lifetime and collect your own personal fortune!

The time is now.

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