

How Do You Want To Spend The Rest Of Your Life?

By Chuck And Sue DeFiore

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Those who have the desire to work for themselves, or in effect run their own business, go through numerous stages.

There's the "Do I want to lose the security of my job" stage. So many people still think that their job is secure. Well -- newsflash -- no job is secure. You can be terminated at any time. So working for someone else only gives you a "false sense of security," no real security. The only real security you have for you and your family, if you have one, is what you do. Owning your own business is one way of creating a secure future, for yourself, and your family. This is the time to start thinking about running your own business, when you are working, not when you've been fired.

The next stage after a job is lost is "Should I look for another job or try to start my own business, and if I start my own business, what do I do". Again, it would have been better to start your business while working, so that you had time to build your business and then move out of your job into your own business. But, if you lose your job before that happens, you can try and start your own business. However, I would suggest having some kind of job, if only part-time, that you can put more hours in, if you have to.

The hardest part at this stage is the realization that no one but you cares about your job loss and your financial problems. People might say they are sorry, but life goes on. In fact, during this time, you often find out who your real friends are.

You need to take a long, critical look at yourself, decide where your strong and weak points are, what are your interests, and what type of business do you want to operate.

Some steps that might help are:

1. Get an idea - assess your skills, interests, and experience. Is something missing in your town? What products or services would make your life, and that of your friends', family's and neighbors' easier?
2. Assess your needs - How much money do you want to make? What type of work do you want to do? What type of lifestyle do you want?
3. Pick part-time or full-time. Do you have enough money to start full time? Could your business work part time, or would it require your full time presence?

4. Define your niche, the narrower the better. Write a brief mission statement that explains your niche. For example - co-operative lease purchasing for homeowners with expired listings.

5. Do market research to make sure there's a need for your service/product.

The next stage is "There's so much to learn and do." Yes, there is, if you do something you don't know about. However, why not start with something you are familiar with and interested in. If you don't, be prepared for a lot of learning and research. However, whether it is an area you are familiar with or new, education is crucial and ongoing. This is what successful business people do. "The day you stop learning, is the first day you start going out of business". You have to make a commitment. If you can't do this, then stay in that 9 to 5 rut. Harsh, I know, but true.

Think about where you want to be in a year, five years, or ten years from now. Were the choices you made the right ones? Don't be someone who says, twenty years from now, "If only I had". As Apollo said in Rocky III, "There is no tomorrow". However, this requires that you take responsibility for your situation, rather than blaming everyone and everything else, and keep hoping that "something will happen" or "things will change", they won't! You need to be the one who changes and accepts responsibility for yourself and your family. You want you and your family to be happy. Think of what is best for you and your family. With your own business, you are in control, not someone else.

To create this security and real worth, you have to do it yourself. You need to educate yourself. You have to take hold of an opportunity when it presents itself. You have to force yourself to change.

You need.. "The ability to focus on a dream...and the determination to make it real."

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The last stage is to start today - since there is no tomorrow on your path to success.

Good luck and Remember, Who Makes It Happen, You Do!

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