

# Traits of The Successful Entrepreneur

By Chuck And Sue DeFiore

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Want to know why certain people succeed and others don't. Well successful people have certain traits? Do you have them?

Business has changed a great deal over the years. We now have computers, the internet and because of the internet - web pages, email and everything else that comes with it. Our telephone system has changed dramatically with the advent of cell phones and voice mail. However, even with all the technological advancements the traits that make a person successful in business can be traced way back when to our grandfather's day. So before you decide you want to go into business for yourself, check and see if these traits are part of your make up.

Are you a person who sets goals? Most successful people have always set goals. They started at a very early age. They might have set the goal to be the best in a certain sport, or in a specific subject in school. Or if they wanted something, and knew that their parents couldn't afford it, or wouldn't spend the money for something, they earned the money themselves. They did this by setting up the lemonade stand, mowing lawns for neighbors, or delivering newspapers.

This is the same person, who as they got older, developed other goals and worked for them. Maybe they haven't reached all of their goals, but they have always known what they wanted out of life. They have a vision for their future and they never lose sight of it. They keep revising and setting new goals for themselves. It is incomprehensible to them that everyone doesn't do the same. They wonder how other people can live without striving for certain things.

The next trait is that the successful entrepreneur knows their strengths and weaknesses. They also face up to their fears. This means that they don't let their egos get in the way. They know when they need to learn new skills or take other steps to make their business or themselves better. Due to the technological advances over the years, the skills and steps they need to take might be different; but the attitude has not. So do you have the attitude of a successful business person. To have this attitude you must realize that you are never done with the learning process, and you have to welcome any chance to improve your skills and knowledge.

Another trait is that they are always looking for opportunities. They could be in business or just getting started. In either case they know there are opportunities out there waiting for them. They also know that they need to find the opportunity that will work for them. Even those already running a business, are still open to possibilities.

Successful people will see opportunities other people miss. They also look at things objectively and

ask the following questions: 1. Is this really as good as it sounds? 2. Is this something I really want to be doing? 3. Do I have the required skills or can I develop them? 4. Will this help me to reach the financial goals I have set for myself? 4. What impact will this have on my family?

A particularly important trait of the successful person is they will grab at an opportunity and take advantage of it, however they do not act impulsively. They take advantage of opportunities that come their way because they don't want to be a shoulda, coulda, woulda type person. They don't want to look back later in life and say I wish I had.

The next trait successful people have is that they like to know where they stand. They know their own business inside and out. However, they also know about their competition. They also know how well their own business measures up. And since they set goals they know exactly where they are in regards to reaching the financial goals they have set for themselves.

Successful people know how to handle budgets and finances. This is a very important trait. They are very cognizant of all phases of their finances. How much they owe, how much they have borrowed, interest rates, and anything else that can effect them. They always save for a rainy day. They are very much aware that they need to spend money to make money, and will put off expenditures for themselves (house, car, vacation) until they can afford it.

Another trait that successful people have in common is that they also don't settle for second best. They like things done in a certain manner. They have standards that must be met for themselves and their product. If they work with an outside company and that company sends them something that is not up to their standards, they will return it. They look for the best products and the best workmanship in the price category they are working within. They would never put out a half hearted effort for a customer. If they realize they haven't done a good job or haven't done it right, they will do it again or set things right with the customer. This is why their customers are loyal to them and want to continue to do business with them again and again. Remember repeat business is why you are in business. If you don't make a good impression the first time, you won't get a second chance.

The successful entrepreneur has fun doing what they do. While they might not enjoy every aspect of their business, they enjoy the work that they do. One common theme you will find among them is that they enjoy it because its theirs, and they know they are building something for the future.

They also don't mind putting in long hours because they know that this time is necessary in order for them to move forward. The owner wears many hats: sales calls, bookkeeping, and making sure that customers are satisfied and happy with their product and/or service. They also need to set up appointments, meet deadlines. However, they also know when playtime is over and it's time to get down to business.

Another trait they all have in common is they get help when they need it. They will contact other professionals when warranted. They would rather be safe than sorry. They realize they are not experts in everything. They also realize at some point in their business that they can't do it all, and that they have to delegate responsibility to either an outside source, independent contractor, or that they might have to hire an employee.

So, do you have the traits to become a successful entrepreneur?

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