

# Do You Think Like An Entrepreneur ?

By John Metcalfe

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Ask yourself this question.....

What thoughts go through your mind when you see that classy blonde lady, or that smartly dressed gentlemen going past in their really expensive flashy sports car ?

I have found from personal experience that what thought's go through my mind, don't necessarily go through everybody else's mind. This may be obvious to you, but wasn't to me at the time..

When I see that classy blonde in their flashy, expensive car, or that smartly dressed gentlemen at the wheel, I ask myself the following question's amongst many others..

1. Wow! I wonder how much that cost ?
2. How did they acquire the money to buy that ?
3. What job do they do ?
4. How long have they had to work at their business / job to be able to afford this luxury ?
5. I wonder what kind of house they live in ?
6. Can I talk to you please ?

This last question is one I really wanted to do just recently.

There is a locally well known wealthy gentlemen who lives in my home town of Whitchurch, Shropshire, in the UK a small town of only 10,000 residents.....

He drives a beautifully sleek sports car and has a fantastic whitewashed mansion with a ornate statue in the front garden next to a slowly trickling fountain..

I was out riding my bicycle on a glorious mid summer afternoon, when I passed his sleek automobile, parked next to a derelict house he was rebuilding in the country.

As I passed him I had an incredible urge to STOP, introduce myself and ask him some of the question's that I have just mentioned. On this particular occasion I didn't actually stop and ask him these question's, as he was talking to one of the builders. The point that I am making is that I actually WANTED to stop and talk to him....

I wanted to discover what made him tick, how did he think ? what did he do ?

On a more personal level with moderate Internet success with my own business, I found myself in a position to be able to buy myself a reward for 2 years hard work on my business. I bought myself a sports car that I had always wanted. This was a car I had only dreamed of owning. I have only ever owned a normal family car up until then..

After I purchased the car and proudly drove it home to show my wife and children, I thought to myself, I wonder what type of reaction would I get from my neighbors, family and friends ? This was because I live in a NORMAL small house, on a NORMAL UK housing estate where there are no sleek sports cars

What I discovered Shocked Me!

My neighbor took a whole 7 days before he looked me in the eye and said "Hey John... that's a beautiful car you've got there" Up until that point he had avoided eye contact with me as I parked it in my drive, as he pruned his garden roses..

Even my own brother I'm sorry to say, didn't even comment on my car when he saw it..

Now whether this was just jealousy, or whether they just weren't interested in what car I had bought, it just struck a chord that some people will instantly say to themselves " Look at that so and so in his sports car, who does he think he is " and other people like myself will look up to them, and realize what work went on behind the scenes to generate the money to buy it....

Entrepreneur's almost always without fail, look up to people who are successful, and don't get filled up with jealousy and resentment...

Ask yourself the same question the next time you see them...!

John Metcalfe 2002

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