30 HABITS

OF

WANNABE PRENEURS

DEEP INSIGHTS INTO THE EMBARRASSING MISTAKES WE MAKE WHEN NEW TO BUSINESS





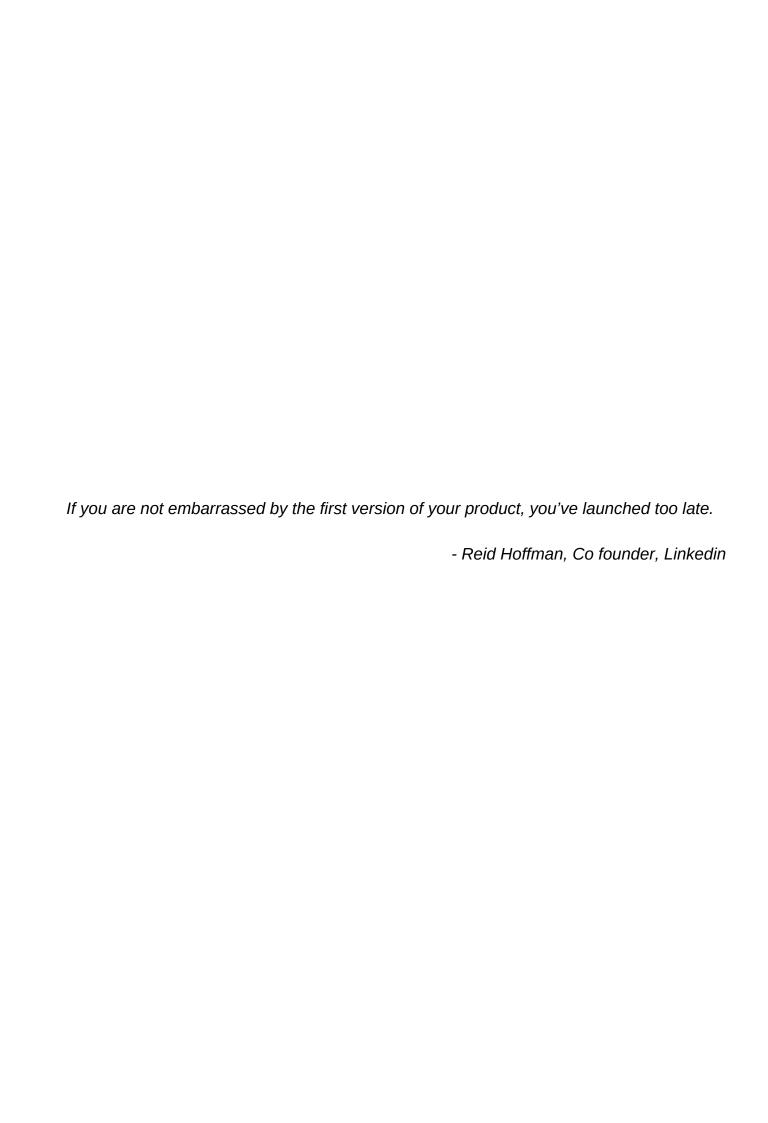


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FORWARD

Wannabepreneur.

The first time I heard that word it stung me like salt upon a fresh wound. I mean, I definitely knew I was a *wannabepreneur* at the time.

A fake entrepreneur.
Acting up for the crowd.
A poser in sheep's clothing.

Why do we act out? Why do we pretend to be that which we are not?

We all want to be Jobs, Zuckerberg, Brunson, Musk, Gates, Buffet and Bezos. They seem resilient and full of great ideas that they magically turn into billions of dollars effortlessly. They have millions of followers and walk like giants across a World mired in financial confusion.

So in a bid to be like these people, we put up that Instagram page and a weighty title. We pose in our best suits and filtered pictures on Linkedin and we talk about the things we did, are doing and can do for the World, with an air of accomplishment that we fear is far off from the truth, knowing deep down, we have no idea what the Hell we are talking about.

That was me almost 10 years ago. Then I got tired. Tired of posing. Tired of being broke. Tired of acting. I decided to put in the work: to face my fears and my false sense of security and to replace all my false notions of business and entrepreneurship with practical and real steps for business success.

This booklet is the result of that moment in my life. A collection of 30 things to do and not do in your business journey. These mistakes, these 30 things collectively cost me close to \$100,000 in loss making ventures in my early entrepreneur years.

I wrote this book so that you, dear reader will not make the mistakes I made nor lose the money I lost.

I also wrote this book so that in case you identify with my mistakes and have lost money along the way, you may laugh at yourself and in the process find the inspiration and spiritual fortitude to make something great from the ashes.



Jan, December 2020

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SOME BACKGROUND

I get pleasantly surprised when I scour the internet and observe people responding to cabin fever and isolation by engaging in meaningful self-developing activity, then posting it online: singing, dancing, cooking, baking, cleaning, farming, working out, writing, acting, drawing, miming and on and on.

What social media has truly demonstrated to us in the face of a global crisis, beyond a shady of doubt - is that we are a multi-talented and gifted species, capable of doing almost anything we set our mind too. We actually have super-powers.

Will the wave of brilliance last?

How many of these skills on virtual display will go on to being something superior in the market place? Or are we just displaying our hobbies to all and sundry, not for profit or economic growth but more to appeal to that most basic and crucial of human needs: contact, communication and a need to be affirmed?

That, I guess is a book for another day.

Today, I am more concerned with just ONE word. Because this word has nearly cost me my finances, livelihood, family, indeed..my life. I'm talking about : **entrepreneurship.**

Now, lest I bedevil this greatest of human endeavor, let me clarify that from my own experience I am more than convinced that entrepreneurship is the closest we can get as human beings to positively impacting billions of people from a relatively small place in the shortest time possible.

It is THAT powerful and a force for good.

The danger concerning entrepreneurship lies more in : understanding what it is. I will not go into the definition of entrepreneurship. I will instead focus on the dangers of misunderstanding entrepreneurship , which quite often befalls the wannabepreneur, the wantrepreneur or what I fondly refer to as the corporate entrepreneur. I should know, I was one.

When one experiences a disconnect between where they are NOW vs where they PERCEIVE themselves to be (goal-wise), low self esteem, guilt and eventually, anxiety will be the result. This happens often with the wantrepreneur.

A wantrepreneur WANTS to be an entrepreneur, dreams of being one and in their hearts of hearts know they are, but life consistently reminds them otherwise and the psychological impact of that realisation can lead one down quite a lonely road of self-disdain.



So, can *anyone* be an entrepreneur? *I do not know*.

As an entrepreneur though I will say this, not everyone must be an entrepreneur. We are all different and social pressure should not push you to conform to something you do not want to be, or lack the character to become.

Whether we are unemployed, employed, self employed, investors, entrepreneurs or a fascinating mix of some is a beautiful facet of diversity. Each matters in their own way.

Like I have mentioned earlier, what is more important for me, is this: understanding WHAT entrepreneurship is, then you can understand the WHY and HOW of entrepreneurship better. From there, you can then lend purpose to your business pursuits and in the process become more fulfilled and less....anxious.

So, if you are honest about yourself and want to make that journey from wantrepreneur, wannabepreneur or corporate entrepreneur to REAL entrepreneur, do read on.

The points in this book are not picked off any other book or internet post. They are 100% curated from my own personal experience and come from a place of love.

Over the next couple of pages I will be going into quite some detail into the horror story of the wannabepreneur, a script I took up as screen writer, director, camera man and lead actor. Trust me, I would not wish this on my worst enemy.

Hope you learn from my pitfalls and become a better entrepreneur for it.



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MISTAKES 1 to 10

1. THE IMAGE FANATIC

I had been in the corporate sector for nearly 15 years and if there is one thing I carried into my entrepreneur life thereafter, it was *the whole illusion that image is all that matters*. I came to realise quite late in the game that the customer (who, by the way is the reason the entrepreneur lives) is more interested in your solution to their need, rather than the colour of your tie or the scent of your cologne.

Another thing I came to realise is that the customer is more drawn to your *charisma* and your mastery in communication (how articulate and consistent you are on message) as opposed to your qualifications and resume trail.

2. MR. & MRS. PERFECTION

Documentation is the secret ingredient to any successful social media campaign for the entrepreneur. The wannabe lives in procrastination avenue, endlessly seeking the perfect angle, filter, message, partnership, product, clientele and time to launch their dream to the World. The entrepreneur on the other hand doesn't care for perfection and just doles out content, time after time. Content that is infused with value and solution-oriented to the customer needs. He or she is less concerned if the picture is blurry, audio low, logo poor or accent awry. As long as the customer itch is relieved.

Over time the entrepreneur wins over the wannabepreneur because: *consistency leads to credibility which leads to profitability.*

3. THE PROCESS ADDICT

The wantrepreneur is addicted to the elusive oasis of perfection. Even as I type this, the wantrepreneur in me is obsessively looking for the spelling flaw in my words and the grammatical inconsistency in my sentences, tempting me to put off putting out this blog until I get the 'feel' of it right.

The entrepreneur has an idea today and puts it out as a business within a month.

The wantrepreneur is still taking Udemy classes, posting endless motivational posts across Facebook, Instagram and LinkedIn WHILE attending numerous webinars and reading motivational and inspirational business books, for a month, a year or so...infinitely developing an idea which unfortunately, may never become a business.





4. STRUCTURES TALLER THAN CUSTOMERS

As a wannabepreneur I was always harping on structures in my own business.

Because that is where I excelled in the corporate World: developing business structures. Accounting, marketing, sales, IT, tax structures. I was less about the customer and more about how the business model looked and felt.

Because I felt that the more corporate my small business felt, the more appealing it would be to customers, never mind that it did not offer a direct, concrete and communicable solution to my customer base. Were these structures bad? Of course not. BUT, they were not customer- centric.

Needless to say, I struggled to keep the customers coming back. Good clients just wouldn't stick to my business and I could not understand why!

5. SYSTEMS LEADING TO THE LAND OF NOWHERE

Hot on the trail of processes and structures is the need to put in place a business system before one has any business to begin with.

In my early business years, I would spend hours on end working on payment and receipt systems, customer interactions processes, marketing and sales information data and how I can use this to grow my small idea into a multi-million shilling or dollar (you never know!) enterprise. I attended trainings, networked in ties and suits and rubbed shoulders with other fancy, cologne infused and perfume drenched wannabepreneurs (misery after all, loves company doesn't it?) building castles in the sky financed by bank loan backed images.

A lot of talking with no commensurate action (more on this in the following pages). My beautiful systems had one fatal flaw: I did not even have ONE customer to begin with. Zero. Zilch. Nada. Not even one shilling coming into my bank account. Ironic, because systems cost money.

Eventually, my bank savings account started bleeding dry as I pulled from it to set up systems that inadvertently lead to a city called nowhere.

So you tell me, which is more important...the customer or the system? One problem with system addicts is that they honestly believe that a good system will actually draw customers to a business from scratch, much like honey to the bee. They honestly believe they do not have to go out and interact with people, tell them a story, sell them a concept, market to them a product and convert the client in the process. The system will do that for them. The system will magically funnel customers to their laps. *As if.*



So who exactly is a wantrepreneur, wannabepreneur or what I slyly refer to as the corporate entrepreneur?

Quite simply put, it is that person in business that looks the part of the entrepreneur and seems to have all the trappings that the conventional entrepreneur is deemed to have but beneath the surface is struggling with the reality of the entrepreneurial calling, no fault of their own.

6. ALL TALK, MORE TALK, YET MORE TALK AND NO ACTION

Everyone has an idea. Everyone.

Want to hear the most awesome ideas on the planet? Visit a pub. After hours. When people are dead drunk. You will hear the greatest ideas *EVER* from people who's consciousness has been raised to a level that only your favourite lager imbibed in the right quantities can inspire. Sadly, who is it that said that the graveyard is the richest field of resources - all expired?

See, what sets apart a true entrepreneur from the man or woman who THINKS they are one is simple: **ACTION**. A true entrepreneur knows that action is the key to bringing their idea to life. Nothing else.

Wannabepreneurs are afraid of action because they believe action will expose them for who they are which brings me to habit no. 7.

7. KNOWLEDGE HEAVY, SKILL LIGHT

Take Ben, who has been studying all his life and acing it along the way. Always top of the class. Always ahead. Ben gets out into the real World and *voila!* he realises the World does not really care for knowledge that much.

Knowledge is what prepares you for employment, not necessarily for creating something new and exciting. Knowledge prepares you for life as best as it can, it does NOT give you a life.

So Ben struggles in this new environment, where he is not the top billed act anymore. And psychologically he only has one thing to lean on: *his knowledge*. If he gets a good job, *yipeee!* If he doesn't, he may have to jump onto the current trend: entrepreneurship. But there is no class on Steve Jobs' genius or Richard Branson's runaway creativity, unless of course on a theoretic level.

Wantrepreneurs know how to develop a pitch deck, they know the family tree of the Uber founders, can lip sync a trove of TedX Talks and understand the history of Apple to the T. They know the story, they can tell it well - BUT they lack the high income skill to move from inspiration to ideation to action to product to customer to money.

8. THE QUEEN OF THE FIXED MINDSET

When she was employed, Lucy had everything set out for her: tasks, targets, work times, training schedules, customer contacts, job description and roles. Lucy had a fixed routine which if she got good at day by day, would lead her to a pay raise, annual bonus and if the stars were well aligned - a promotion!

This ferris wheel of corporate structure insulated Lucy from the realities of entrepreneurship which quite often dictate that one learns on the job as MD, accountant, HR, marketer, sales, PR simultaneously at once. No one steps out to teach or train you as an entrepreneur.

You have to proactively be responsible for your own growth AS you grow your business. If Lucy steps out into the business World with the ferris wheel, fixed-mindset attitude, one where an institution, group or boss will support her success, she will be setting herself up for top-shelf wantrepreneur failure!

9. MRS. ENTITLEMENT: THE WHINING MINDSET vs THE WINNING MINDSET

Do you see all those people posting across social media asking for friends, family, church and government to support their businesses?

Holding business baby-showers for a new start up?

Crying out in anguish that no one believes in them?

Frustrated that out of their 4,786 Facebook followers and over 10.8k Intagram followers, only 2 subscribe to their You Tube channel?

You know them right? I bet you do, I pray you are not one of them. I am on my knees praying you aren't. *No prizes for guessing who these lot are: wannabepreneurs*.

They will hide behind all manner of excuses as to why they are not 'blowing up'.

The sad reality is that even a growth fund of \$1,000,000 will not help them since business at the core was never about the money. It is about the character and mindset to FLIP the \$1,000,000 to \$10,000,000 and a whining individual does not have the spine to do that.

That is my hard, unsolicited truth.

Entrepreneurs on the other hand FIND a way and where there is none, MAKE a way. They have long since burnt the boats so returning to the island of family, friends, church and government is not an option. They know those same people will support them AFTER they FIRST demonstrate that their business is worth supporting.



10. THE ENDLESS COMPETITOR

Wannabepreneurs largely pick from an academic environment where scarcity is touted and one has to be the BEST, TOP, GREATEST, BIGGEST. They know nothing else.

They struggle to understand the concept of abundance - like really struggle.

An entrepreneur on the other hand, is not overly concerned about what the next guy is doing. They know that as along as the World is spinning and people are breathing there will always be an abundance of problems that need solving.

Real entrepreneurs also know that it is skills (easily acquired by anyone dedicated enough) that carry the day, not superior academic knowledge.

The BIGGEST advantage an entrepreneur may have over many, though is that they know you CANNOT outwork them in their field of calling.

So, whereas the wantrepreneur looks at competition as a form of getting ahead, the entrepreneur knows that collaboration is the real deal.





MISTAKES 11 to 20

11. ACCOUNTABILITY PHOBIA, AVOIDING REAL SUPPORT

If there is one thing wantrepreneurs fear it is being held *accountable*. Like, having someone make sure that they do what they promised to do.

The reason is quite simple really: most wantrepreneurs have lofty goals and ambitions (nothing wrong with this) and lofty goals are nice until you set out to actualise them.

An accountability partner will make it harder for the wannabepreneur to avoid what they are not fully committed to. A business mentor will expose the flaws in a struggling entrepreneur's mindset, necessary to be adjusted - for any meaningful progress to begin.

The wannabepreneur does not want this at all costs.

It is one thing to buy the gym gear, bag, shoes, pay the membership fee and buy the USN supplements and even set the alarm clock to get up nice and early for a work out the next day. But who honestly needs a personal trainer on your neck, ensuring you make it to the gym as planned whether you are sick, cold, sleepy, hungry or plain not-in-the-mood?

Lack of an accountability partner, mentor or coach allows the wannabepreneur to regress to the mediocre world of couch surfing, Dorritos, the Netflix series and take-aways, whilst 'patiently' awaiting a divine business breakthrough.

12. SACRIFICE-PHOBIA

A friend of mine had this great business idea. She had the entire strategy mapped out, the end to end business plan. She had the in-depth knowledge for it. She even had the necessary networks and an idea of the target market. When I asked her why she isn't launching she responded thus, 'I fear failing, losing money, going into debt. That would be embarrassing, frustrating. I mean, no offence but look at what happened to you? I do not need that stress. That is not my portion in life.'

On one hand I totally understood where she was coming from but on the other hand she lost me when she proposed building a debt-free business devoid of 'drama'. **Entrepreneurship IS drama**.

The wannabepreneur wants to have a great business but does not want to sacrifice for it, or go through what they perceive as 'public ridicule'. That is why funding, grants or winning seed capital in competitions highly appeals to them. Anything to ease the risk. And before the morality police are called on me, I am not saying entrepreneurs do not seek funding. What I am saying, is that the REASONS vary greatly: one seeks funding to take BIGGER risks, while the other (the fake one), seeks funding to ESCAPE risk.

When employed you can try to be as risk free as possible: lay low, do your job and be a yes-man or yes-woman. Unfortunately, that luxury does not exist within entrepreneurship. The market is not a respector of persons. It wants what it wants: solutions to customer challenges. It pays you for that. Period. For the wannabepreneur, it is the inability to sacrifice GOOD things that prevents them from making a GREAT business.

13. SELLING PRODUCTS VS SOLVING A PROBLEM

In the earlier parts of this book. I talked about how the wannabepreneur spends forsaken amounts of time on structures, processes and systems of a business that do not even have a customer demographic to begin with, and how they hide behind fancy terminologies and acronyms to placate their hollow understanding of the market.

The reason this is so prevalent is that *wannabepreneurs are stuck in their heads*. I can say this authoritatively because I was a wannabepreneur extraordinaire.

Wantrepreneurs are in love with their ideas, and the grand romantic fairytale of that ONE BIG PRODUCT that will catapult them to global financial fame, like Kylie Jenner and her lipstick brand. They consistently miss the moral of this whole entrepreneurial journey which is about providing SOLUTIONS to a CUSTOMER NEED.

I will say it 1,000,000,000 times to any wannabepreneur reading this: forget your idea and be willing to ditch it if it does not solve any CUSTOMER problem. *Problem solving is what gets you ahead. The customer is who matters. The customer is the ONLY thing that matters in the game. Your idea on the other hand is overrated. Everyone has ideas.*

When one gets out of their head and into the World, the real World - magic starts happening. They start the gradual shift from wannabe to real entrepreneur.

14. MAKING 'SURVIVAL' MONEY VS MAKING A CHANGE

ALL wannabepreneurs are in business to supplement or compliment income. Simple.

Their business is driven less by passion or purpose, and more by their need to pay the rent and send the children to school. This is the reason. A very valid reason, by the way.

Just because they are doing what they are naturally gifted at and have made money off of it, they confuse their business calling with entrepreneurship when in reality, what they are doing, is running a side hustle or erstwhile self-employed. Simple.

The sooner this is accepted, the less painful the heartache around understanding that one is not an entrepreneur, will be.

Entrepreneurs on the other hand are crazy people. Loonies. They relentlessly pursue their dreams, forego ego and honestly do not care what others think, they hunt for solutions and have little emotional attachment to ideas or products, money is a means and not an end and ultimately if their idea cannot SCALE (be multiplied across a wide enough customer base), the entrepreneur moves to another solution based idea, until he/she gets that business model that can GROW. All the while, the entrepreneur is months behind on rent mind you.

The entrepreneur lives to leave that dent in the World, that impact. It is a high, an addiction that is deeply woven in his/her DNA. The wannabepreneur just wants to pay the bills, all of them - quickly and in a predictable manner.

15. B.B.B, ALSO SHORT FOR: Busy But Broke

As wannebepreneurs we are very familiar with this feeling.

We put it down to bad economy, a corrupt government, a heavy handed tax regime, high cost of living, the Devil and all manner of reasons why we have not yet made money despite having a website, a crisp blue suit (do not forget the cologne), numerous social media posts and a daily prayer guide.

We seem to be doing everything right and yet, no money to show for our hustle. We are soooo busy and yet, broke. The answer is simple really: we are doing everything EXCEPT meaningfully engaging our true customer base.

We are stuck at our desks, in business centres, posting on LinkedIn and Instagram about a life far removed from our reality and confusing that with Rhonda Burns' *The Secret*, but come on now, the law of attraction only works if YOU DO.

Work, you gotta work. We must be deliberate about finding our customers and giving them real value. Not just ANY customers, but OUR customers.

The busiest people in the world of entrepreneurship are not the ones with the most money, no. They are just the ones with an image to keep and a lack of priorities.

Everyone has 24 hours. Being consistently busy points to a lack of organisation. Something is definitely broken somewhere.

Please wannabepreneur brethren, let us commit to not belong any further henceforth to the BBB religion and if we currently belong to it, let us start making strategic plans to drop that religion and denounce it. *Amen?*

BONUS: CREATIVE AND NOT MUCH ELSE

Some of the most creative friends I know make terrible entrepreneurs. They excel at self employment or employment but, I repeat....they make terrible entrepreneurs.

A big part of this is that they are so caught up in their self-belief and divine creative gift that they leave little room for feedback, humility and resultant growth. And if there was ever a bane for a true entrepreneur it was an inability to get feedback, learn and grow.



16. LACK OF RESOURCEFULNESS

Entrepreneurs make up for their shortfalls by their resourcefulness. That is their greatest resource. Examples of the entrepreneur resources you do not get in an academic class are: passion, positive energy, discipline, focus, consistency, charisma...must I go on?

A wannabepreneur in contrast has to have the EXTERNAL environment right before they can be resourceful: they need the right job, husband, child, home, car, money, time, focus, church, friends, book, government etc. In short, their inability to take responsibility for their idea is enhanced by excuses picked from around them.

'Now' does not exist in the wannabepreneur Dictionary. 'Tomorrow' is a much better fit for them.

They are never ready.

17. INCONSISTENT IAN

Perseverance, consistency and discipline. That is what determines success in any field.

The ability to go on when it doesn't make sense to go on. That is why I insist entrepreneurs are a certain kind of crazy while wannabepreneurs are too sane and civilized for entrepreneurship.

18. PASSION THAT MONEY CANNOT BUY

Entrepreneurs do what they do because a bug in their souls refuses them to rest until they are plugged in to their calling.

Wannabepreneurs are mostly in it for the money and are faithful to their dream as long as the money is right. It's a conditional love for them.

19. USING BOOKS TO BECOME SUPER-HUMAN

Entrepreneurs know that skills, not academic knowledge carry the day.

Skills can be learned and developed by anyone. But one has to be WILLING to accept that they do not know stuff, then proceed to absorb new skills with child like enthusiasm. This is hard for the wannabepreneur because he already 'knows everything'. Even with the will to learn, most wannabepreneurs have an aversion to reading books to apply to grow.

20. EAT, SLEEP & DREAM YOUR PASSION TO GET IN THOSE 10,000 HOURS

Entrepreneurs are a result of magnificently obsessing and acting upon their 'natural gift' over an extended period of time, what has also been referred to as the 10,000 hour rule.

To move from wantrepreneur to entrepreneur one has to simply put in the work, over a considerate period of time.



MISTAKES 21 to 30

21. START EXCHANGING EXCUSES FOR LEARNING

This is closely related to Habit no.16.

Wantrepreneurs have all the reasons why it WILL NOT work, while entrepreneurs are consistently asking WHAT IF IT DOES? That there is the pivotal shift. The true source of entrepreneurial perseverance.

22. EMBRACING FAILURE AS A TEACHER

Someone once told me that the difference between being employed and being an entrepreneur is that you get fired from a job once but in business, you get fired almost every day - that's how you become better.

She was referring to the number of times you fail in order to succeed. The wantrepreneur though, runs AWAY FROM failure.

23. ABSOLUTE RESILIENCE

There is an online video clip where famous HIP-HOP legend KRS-ONE describes guilty as **G**iving **U**p **I**nspirational **L**iving **T**owards **Y**ourself.

An entrepreneur makes mistakes and learns from them. She does not wallow in her mistakes, does not let the mistakes consume her nor compromise her ability to be creative and develop the next great idea. She does not allow traumatic business experiences to freeze her to inaction.

24. RITUALS

What does success in the entrepreneurs world look like?

It is simply a set of activities done day after day after day until the repetitive action results into a firm habit and character.

Wannabepreneurs have a very impressive to-do-list (daily rituals) but struggle to stick to them. Their inability to FOCUS on their rituals sabotages their best business intentions. It is not that they are not disciplined enough, no. It is just that wantrepreneurs have their priorities in the wrong basket.

25. COMPETING AGAINST SELF, NOT OTHERS

If there is one sure way of discovering your self, purpose and passion and enjoying the process while you do so, even BEFORE the money comes in - it is by bettering yourself.

By not comparing yourself to someone else today but rather, to yourself yesterday. Entrepreneurs focus on self. Business is very personal to them.

26. HIGHER LEVELS OF SELF CONSCIOUSNESS

What is the source of one's creativity, that oasis of ideas that resonate with the customer need?

The answer is: flow state. Or simply, a heightened positive emotional state.

True entrepreneurs know that 'being off' on their game can jeopardise their best ideas. They go to great lengths to insulate their minds from retrogressive ideas, movies, music, people. They are highly aware of how contagious mediocrity can be and embrace isolation as a way of accessing their greatest ideas.

I will not contrast this with what the wantrepreneur focusses on, on the other hand. By now you pretty much get the drift.

27. YOU ARE YOUR IDEA, COOL?

We have 2 types of wannabepreneurs: those fully obsessing over an idea of an idea, and those that are totally divorced from their idea.

I put it to you that most wannabepreneurs are not creators at all, but are more likely just distributors or suppliers of the most trending product at the time. That's it. They jump on the current hot thing. They do not invest in a personal brand, lack a business story and as such may lack a website or adequate social media representation of themselves. Unless it is personal selfies, filtered pictures and family vacations - they put out plenty of those.

So why is their business not as prevalent on social media? Well, because they do not want their business to be out there. They really just want to push product, get the money and survive.

An entrepreneur though, fights to protect their idea, service or product because they have a lot of emotional investment in that facet of their business. Well beyond the financial opportunity it offers.

28. SCALE VS SURVIVAL

Most fake entrepreneurs lack a business plan or a business model canvas (BMC). Because their plan does not require it. See, their plan simply a 4-step business model:

- 1. Acquire
- 2. Mark-up
- 3. Sell and
- 4. Make margin.

Rinse and repeat. You do not need a detailed document for that, especially when the end game is to foot the bills and that is it.

You DO need a business plan if you are thinking of eventually scaling: growing your business in terms of staffing, brand presence, locations, customer reach, asset base, revenue and so on. True entrepreneurs have the bigger game in mind and the courage to ACT on it, from the start of their business idea.

29. VISION IS GREATER THAN PRODUCT

What happens when a true entrepreneur's idea is not working, time after time after time? They pivot, that is: change it up or they drop it all together.

True entrepreneurs are less attached to their product or service as they are to their business VISION. The product and service may change, but their vision remains.

Our friends next door, the wannabepreneurs - have one, overarching, urgent, all powerful and consuming personal vision: **to pay the bills**. This personal vision is so influential that it often times renders the business vision (if there is one) redundant and easily disposed off based on the financial state of the company.

30. NEVER TAKE TIME OFF

When I first stepped out of employment to start off my new life as an entrepreneur, I had it all figured out: I would do my 8am to 5pm grind and hustle and then rest, relax, watch movies, eat junk food and take leisurely walks around the neighborhood.

I mean the the key benefit to starting one's own business is FREEDOM, right? Right?

WRONG.

I quickly learnt that entrepreneurship is about passion and real passion never sleeps. It slowly and gradually dawned on me that I had to consistently have my business on my mind. I could not totally switch it off at will, this passion. In entrepreneurship there is no work-life balance. Because entrepreneurship is NOT work.

In our World, your passion, life and work are all one.

That is something no wannabepreneur wants to believe but take it from me, you will know if you are an entrepreneur by your level of commitment and willingness to sacrifice towards your life's purpose.







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Jan Okonji is the founder of <u>Business Growth Solutions</u>, <u>BGS</u> and a creative entrepreneur with a desire for helping people find their entrepreneurial passion and purpose by focusing on cultivating a GROWTH MINDSET.

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