

FREE
BOOKLET

THE ENTREPRENEURIAL MINDSET



This free information booklet has been created for those who are interested or looking or just starting to research into becoming self employed (aka. an Entrepreneur) and who may have questions, concerns or apprehensions on whether to follow their dream(s).

The Entrepreneurial Mindset Booklet will hopefully not only shed light into what every Entrepreneur will face but also into the type of mindset that aids in becoming a successful Entrepreneur.

In the following pages is an article that was originally published March 13, 2009 by Entrepreneur Inc (Entrepreneur.com) and written by James Stephenson - an experienced home based consultant with more than 15 years of business and marketing experience, titled “25 Common Characteristics of Successful Entrepreneurs”. It has been tweaked to incorporate tips and insights of Pure Foundation. Applicable Pure Foundation Dynamics are colour coded and in brackets as such (**Dynamic**), to help reference how and why the corresponding key quality is important to building and growing your business.

Either subscribing online or purchasing physical copies of Entrepreneur Magazine is a great investment and tool for Entrepreneurs that I highly recommend. Their website is a fountain of information that is practical, applicable and inspirational...yes, I really do like Entrepreneur Magazine-one of my favourites.

Use both **The Entrepreneurial Mindset** & **Insider's Look** to help you with your first few steps into the world of becoming self employed, self sufficient and building a business the smartest way available.

Enjoy reading and discovering your brilliant self and congratulations on getting hold of the limitless potential of success that awaits you.

To all of your successes now and to come,

Ladi Emmanuel

Do You Have The Mindset of a Successful Entrepreneur?

Regardless of your definition of success, there are, oddly enough, a great number of common characteristics that are shared by successful business people. You can place a check mark beside each characteristic that you feel that you possess. This way, you can see how you stack up. Even if you don't have all of these characteristics, don't fret. Most can be learned with practice and by developing a winning attitude, especially if you set goals and apply yourself, through strategic planning, to reach those goals in incremental and measurable stages.

25 Must Haves for Success

Like any activity you pursue, there are certain musts that are required to be successful in a chosen activity. To legally operate a vehicle on public roadways, one must have a driver's license; to excel in sports, one must train and practice; to retire comfortably, one must become an informed investor and actively invest for retirement. If your goal is success in business, then the formula is no different. There are certain musts that have to be fully developed, implemented and managed for your business to succeed. There are many business musts, but this article contains some of the more important musts that are required to start, operate and grow a profitable home business.

Do what you enjoy (Moral)

1. What you get out of your business in the form of personal satisfaction, financial gain,



stability and enjoyment will be the sum of what you put into your business. So if you don't enjoy what you're doing, in all likelihood it's safe to assume that will be reflected in the success of your business--or subsequent lack of success. In fact, if you don't enjoy what you're doing, chances are you won't succeed.

Take what you do seriously (Moral + Physical)

2. You cannot expect to be effective and successful in business unless you truly believe in your business and in the goods and services that you sell. Far too many home business owners fail to take their own businesses seriously enough, getting easily sidetracked and not staying motivated and keeping their noses to the grindstone. They also fall prey to naysayers who don't take them seriously because they don't work from an office building, office park, storefront, or factory. Little do these skeptics, who rain on the home business owner's parade, know is that the number of people working from home, and making very good annual incomes, has grown by leaps and bounds in recent years.



Become known as an expert (Environmental)

3. When you have a problem that needs to be solved, do you seek just anyone's advice or do you seek an expert in the field to help solve your particular problem? Obviously, you want the most accurate information and assistance that you can get. You



naturally seek an expert to help solve your problem. You call a plumber when the hot water tank leaks, a real estate agent when it's time to sell your home or a dentist when you have a toothache. Therefore, it only stands to reason that the more you become known for your expertise in your business, the more people will seek you out to tap into your expertise, creating more selling and referral opportunities. In effect, becoming known as an expert is another style of prospecting for new business, just in reverse. Instead of finding new and qualified people to sell to, these people seek you out for your expertise.

Plan everything (Moral)

4. Planning every aspect of your home business is not only a must, but also builds habits that every home business owner should develop, implement, and maintain.

However, all of these skills will be for naught if you do not actively ask people to buy what you are selling.

Remember it's all about the customer (Environmental + Physical + Human)

7. Your home business is not about the products or services that you sell. Your home business is not about the prices that you charge for your goods and services. Your home business is not about your competition and how to beat them. Your business is all about your customers, or clients, period. After all, your customers are the people that will ultimately decide if your business goes boom or bust. Everything you do in



business must be customer focused, including your policies, warranties, payment options, operating hours, presentations, advertising and promotional campaigns and website. In addition, you must know who your customers are inside out and upside down.

Become a shameless self-promoter (without becoming obnoxious) (Moral + Physical + Human)

8. One of the greatest myths about personal or business success is that eventually your business, personal abilities, products or services will get discovered and be embraced by the masses that will beat a path to your door to buy what you are selling. But how can this happen if no one knows who you are, what you sell and why they should be buying?



Self-promotion is one of the most beneficial, yet most underutilized, marketing tools that the majority of home business owners have at their immediate disposal.

Level the playing field with technology (Environmental + Physical)

11. You should avoid getting overly caught up in the high-tech world, but you should also know how to take advantage of using it. One of the most amazing aspects of the internet is that a one or two person business operating from a basement can have a superior website to a \$50 million company, and nobody knows the difference. Make sure you're keeping up with the high-tech world as it suits your needs. The best technology is that which helps you, not that which impresses your neighbors.



Build a top-notch business team (Moral + Environmental + Physical)



12. No one person can build a successful business alone. It's a task that requires a team that is as committed as you to the business and its success. Your business team may include family members, friends, suppliers, business alliances, employees, sub-contractors, industry and business associations, local government and the community. Of course the most important team members will be your customers or clients. Any or all may have a say in how your business will function and a stake in your business future.

Create a competitive advantage (All Five Dynamics)

13. A home business must have a clearly defined unique selling proposition. This is nothing more than a fancy way of asking the vital question, "Why will people choose to do business with you or purchase your product or service instead of doing business with a competitor and buying his product or service?" In other words, what one aspect or combination of aspects is going to separate your business from your competition? Will it



be better service, a longer warranty, better selection, longer business hours, more flexible payment options, lowest price, personalized service, better customer service, better return and exchange policies or a combination of several of these?

Invest in yourself (Moral)

14. Top entrepreneurs buy and read business and [marketing](#) books, magazines, reports, journals, newsletters, websites and industry publications, knowing that these resources will improve their understanding of business and marketing functions and skills. They join business associations and clubs, and they network with other skilled business people to learn their secrets of success and help define their own goals and objectives. Top entrepreneurs attend business and marketing seminars, workshops and training courses, even if they have already mastered the subject matter of the



event. They do this because they know that education is an ongoing process. There are usually ways to do things better, in less time, with less effort. In short, top entrepreneurs never stop investing in the most powerful, effective and best business and marketing tool at their

immediate disposal--themselves.

Be accessible (Physical + Environmental + Human)

15. We're living in a time when we all expect our fast food lunch at the drive-thru window to be ready in mere minutes, our dry cleaning to be ready for pick-up on the same day, our money to be available at the cash machine and our pizza delivered in 30 minutes or it's free. You see the pattern developing--you must make it as easy as you can for people to do business with you, regardless of the home business you operate.



You must remain cognizant of the fact that few people will work hard, go out of their way, or be inconvenienced just for the privilege of giving you their hard-earned money.

The shoe is always on the other foot. Making it easy for people to do business with you means that you must be accessible and knowledgeable about your products and services. You must be able to provide customers with what they want, when they want it.

Build a rock-solid reputation (Moral)



16. A good [reputation](#) is unquestionably one of the home business owner's most tangible and marketable assets. You can't simply buy a good reputation; it's something that you earn by honoring your promises. If you promise to have the merchandise in the customer's hands by Wednesday, you have no excuse not to have it there. If you offer to repair something, you need to make good on your offer. Consistency in what you offer is the other key factor. If you cannot come through with the same level of service (and products) for clients on a regular basis, they have no reason to trust you . . . and without trust, you won't have a good reputation.

Sell benefits (Physical + Any Other Dynamic(s))

17. Pushing product features is for inexperienced or wannabe entrepreneurs. Selling the benefits associated with owning and using the products and services you carry is what sales professionals worldwide focus on to create buying excitement and to sell, sell more, and sell more frequently to their customers. Your advertising, sales presentations, printed marketing materials, product packaging, website, newsletters, trade show exhibit and signage are vital. Every time and every medium used to communicate with your target audience must always be selling the benefits associated with owning your product or using your service.



Get involved (Moral + Human)

18. Always go out of your way to get involved in the community that supports your business. You can do this in many ways, such as pitching in to help local charities or the food bank, becoming involved in organizing community events, and getting involved in local politics. You can join associations and clubs that concentrate on programs and policies designed to improve the local community. It's a fact that

people like to do business with people they know, like and respect, and with people who do things to help them as members of the community.



Grab attention (Physical + Economic)

19. Small-business owners cannot waste time, money and energy on promotional activities aimed at building awareness solely through long-term, repeated exposure. If you do, chances are you will go broke long before this goal is accomplished. Instead, every promotional activity you engage in must put money back in your pocket so that you can continue to grab more attention and grow your business.



Master the art of negotiations (Moral + Environmental + Other Dynamic(s))

20. The ability to [negotiate effectively](#) is unquestionably a skill that every home business owner must make every effort to master. It's perhaps second in importance only to asking for the sale in terms of home business musts. In business, negotiation skills are used daily. Always remember that mastering the art of negotiation means that your skills are so finely tuned that you can always orchestrate a win-win situation. These win-win arrangements mean that everyone involved feels they have won, which is really the basis for building long-term and profitable business relationships.



Design Your workspace for success (Physical + Environmental)



21. Carefully plan and design your home office workspace to ensure maximum personal performance and productivity and, if necessary, to project professionalism for visiting clients. If at all possible, resist the temptation to turn a corner of the living room or your bedroom into your office. Ideally, you'll want a

separate room with a door that closes to keep business activities in and family members out, at least during prime business and revenue generating hours of the day. A den, spare bedroom, basement or converted garage are all ideal candidates for your new home office. If this is not possible, you'll have to find a means of converting a room with a partition or simply find hours to do the bulk of your work when nobody else is home.

Get and stay organized (Environmental + Economic)

22. The key to staying organized is not about which type of file you have or whether you keep a stack or two of papers on your desk, but it's about managing your business. It's about having systems in place to do things. Therefore, you want to



establish a routine by which you can accomplish as much as possible in a given workday, whether that's three hours for a part-time business or seven or nine hours as a full-timer. In fact, you should develop systems and routines for just

about every single business activity. Small things such as creating a to-do list at the end of each business day, or for the week, will help keep you on top of important tasks to tackle. Creating a single calendar to work from, not multiple sets for individual tasks or jobs, will also ensure that jobs are completed on schedule and appointments kept. Incorporating family and personal activities into your work calendar is also critical so that you work and plan from a single calendar.

Take time off (Moral + Human)

23. The temptation to work around the clock is very real for some home business



owners. After all, you don't have a manager telling you it's time to go home because they can't afford the overtime pay. Every person working from home must take time to establish a regular work schedule that includes time to stretch your legs and take lunch

breaks, plus some days off and scheduled vacations. Create the schedule as soon as

you have made the commitment to start a home business. Of course, your schedule will have to be flexible. You should, therefore, not fill every possible hour in the day. Give yourself a backup hour or two. All work and no play makes you burn out very fast and grumpy customer service is not what people want.

Limit the number of hats you wear (Moral + Environmental + Human)

24. It's difficult for most business owners not to take a hands-on approach. They try to do as much as possible and tackle as many tasks as possible in their business. The ability to multitask, in fact, is a common trait shared by successful entrepreneurs.



However, once in a while you have to stand back and look beyond today to determine what's in the best interest of your business and yourself over the long run. Most highly successful entrepreneurs will tell you that from the time they started out, they knew what they were good at and what tasks to delegate

to others.

Follow-up constantly (Moral + Human)

25. Constant contact, follow-up, and follow-through with customers, prospects, and business alliances should be the mantra of every home business owner, new or established. Constant and consistent follow-up enables you to turn prospects into customers, increase the value of each sale and buying frequency from existing customers, and build stronger business relationships with suppliers and your core business team. Follow-up is especially important with your existing customer base, as the real work begins after the sale. It's easy to sell one product or service, but it takes work to retain customers and keep them coming back.



And that is all you need to have the mindset of a successful Entrepreneur...easy, right? All kidding aside, there may be 25 qualities but each one has played out in your life at some point. Do not get over anxious, worried if you feel like you don't have what it takes. Just as the picture on the front of the booklet points out, if you don't take that step towards trying then you will never find out what could have been.

Lucky for you, you not only have the list of the 25 key qualities of a successful Entrepreneur but you also have the insights into Pure Foundation-The Original Blueprint for Business Success that really is not only the smartest way to build, grow and run your business but it instinctively instills the 25 key qualities you and I need to be successful in all of our business endeavours. Now, that's a big sigh of relief!

If you have decided that Pure Foundation is the system and the "go-to" reference strategy that you want to use into building your business and gain more comprehensive knowledge then I invite you to schedule your telephone interview to enroll in either the Pure Foundation Instruction & Coaching Program I or Pure Foundation Instruction & Coaching Program for Business Owners.

YES! I WANT MY BUSINESS TO BE PURE FOUNDATION STRONG!

Pure Foundation Instruction & Coaching Programs:

Will equip you to achieve and accomplish these and much more:

- Help you build & run your business without fearing the competition
- Enable you to operate your business within budget
- Optimize your business strengths
- Profit from your business' hidden assets: Employees, to just name one of them
- Expand & solidify your customer/client base
- Be successful in any economic condition...it's all about being scalable, flexible and creative
- Receive the newest standard rating for business:

Diamond-Star Rating: where its benefits, privileges, and perks are priceless.

1) Pure Foundation Instruction & Coaching Program I is designed for individuals wanting to start their business or who have recently started (less than 1 year and no business plan) and who are looking to achieve the above-mentioned results.

Online instruction and coaching 1.5 - 2 hour sessions held twice weekly for 12 months. That's **over 160 hours** of hands-on real-time instruction and business coaching!

The average cost for business coaching is \$150 - \$400+ per hour (160 hours=\$24,000-\$64,000!!).

Enroll in the Pure Foundation Instruction & Coaching Program and gain access to continuous support for **only \$8175** for 12 months of instruction and coaching plus the eligibility to receive your business' first Diamond-Star Rating, and other benefits.

To book your scheduled telephone interview:

<https://www.facebook.com/purefoundationsuccess/>

2) Pure Foundation Instruction & Coaching Program is designed for current business owners who are looking for the above-mentioned results.

Online instruction and coaching 1.5 - 2 hour sessions held weekly for 12 months. That's **more than 80 hours** of hands-on real-time instruction and business coaching!

The average cost for business coaching is \$150 - \$400+ per hour (80 hours=\$12,000-\$32,000!!).

Enroll in the Pure Foundation Instruction & Coaching Program and gain access to continuous support for **only \$8175** for 12 months of instruction and coaching plus the eligibility to receive your business' first Diamond-Star Rating, and other benefits.

To book your scheduled telephone interview:

<https://www.facebook.com/purefoundationsuccess/>

Pure Foundation,
The Smartest Way to Build,
Grow and Run My Business!

Never stop learning
trust yourself
always give 100 %
all things are possible
yes I can
yes I will
forgive yourself
think positive
take care of yourself
know your friends
know your enemy

