

# Creation of the Entrepreneur™

## Challenges and Opportunities

*"I know I will be \_\_\_\_\_. Therefore I will be \_\_\_\_\_. Fill in the blank."  
- Ryan P. Ellis*

### *Are you a Technician, Manager or an Entrepreneur?*

#### **Technicians are:**

- Reactionary
- Tackling day to day
- Doing the work versus managing the work
- Executing low value activities and tasks

#### **Managers are:**

- Historical, focused on yesterday
- Over analyzing "What Happened?"
- Playing catch up
- Concerned with the "Now"

#### **Entrepreneurs are:**

- Forward thinking, innovators
- Strategic versus tactical, asking "What If?"
- Manages and delegates the work vs. doing the work
- Works every day on building the business

#### **Result:**

Technicians have a JOB (Just over Broke), and Entrepreneurs have a business!

### ***Your Goal: Create yourself as an Entrepreneur!***

#### **5 Best Practices to follow:**

- ✓ Spend 1 hour per week planning your business for the future
- ✓ Spend 15 mins/day planning and goal setting mth/week/daily
- ✓ Delegate, outsource, or hire out low value activities and tasks
- ✓ Complete 1 high value revenue generation activity each day
- ✓ Educate, learn, and develop your skills, talents, and knowledge

**Your Call to Action:** Focus single mindedly on 2 of the above 5 practices for 21 days, and watch your success soar!

#### THE CREATION OF THE ENTREPRENEUR<sub>s</sub>

UNDERSTANDING THE DIFFERENCE BETWEEN A BUSINESS OWNER WHO SPENDS EACH DAY WORKING 'IN' THE BUSINESS, VERSUS THOSE THAT FOCUS EACH DAY WORKING 'ON' THEIR BUSINESS, PROVIDES SOME 'WOW' FACTORS THAT EVERY BUSINESS OWNER SHOULD CONSIDER:

- ✓ ENTREPRENEURS GENERATE GREATER VALUE FOR THEIR BUSINESS.; CONSIDER A CEO VERSUS A STAFF PERSON
  - ✓ ENTREPRENEURS FOCUS ON GROWTH VERSUS SURVIVAL
  - ✓ ENTREPRENEURS INNOVATE AS OPPOSED TO STAGNATE
  - ✓ ENTREPRENEURS PLAN OUT EACH AND EVERY DAY
- HOW ABOUT YOU?

