

Now is the time to think like an entrepreneur

COVID-19 has thrown much uncertainty into all of our lives and how business is done. Businesses, entrepreneurs, network marketers and business owners everywhere are having to rethink how they now operate. For those who operate outside a digital space, the chances are they have taken a huge hit over the last few weeks. The reality of the situation is that heart-wrenching decisions about the future of businesses everywhere are being made on a daily basis.

But right now, no matter what industry, business or sector you are in I urge you to harness the spirit of entrepreneurialism, the spirit or state of acting in an pioneering manner. This mindset is about embracing the skills typically associated with entrepreneurs – a strong sense of vision, dogged hard graft and that all-important creative flair and ability to do and see things differently.

Whatever your budget, whatever your position and certainly whatever your ambition, these are essential skills and are critical success factors for the times we live in.

How to get started

Have your eyes open for opportunities

Many are feeling frustrated right now. Great! Frustration sparks some of the best ideas. Applying an entrepreneurial mindset to that idea will help you see the value in it – some of the world's biggest and most well-known companies started out this way. Most of the best-known leaders in network marketing faced down frustrations and pushed forward to success.

In fact, look at Michael Dlouhy "Success in 10 Steps". Mentoring for Free, and Thinkandgrowrichlessons.com born out of a mutual frustration that Michael and Linda felt after they had built 2 businesses to the top to see them turn sour within 2 years of one another. Michael saw this as opportunity to study the industry by joining over 100 companies. Because of his frustration he was able to develop the 5 pillars that made a good company and we now benefit from his work.

When you see an opportunity, make it happen.

This must apply to everyone, whether you're an aspiring entrepreneur who keeps telling your friend, 'I have a great business idea' or a leader of a team in a networking company look for a new challenge. A simple rule is if you can see the white space, an open, a need to fulfill and feel there is a value to be had in filling it. go for it.

If you're a visual person, write your idea down. If you're a people person, soundboard your ideas off others in your network. At this stage, action is key.\

I have always appreciated Marty's simple instruction for networking marketing: Buy a product, Use the product, and Tell others about it. It does not get any simpler than that.

Adhere to a vision and work at it.

This might seem contradictory but having a mindset that is able to pivot and change also requires a complimentary mindset that knows when to keep going.

We read in the Think and Grow Rich that Edwin Barnes had a vision, being in business with Thomas Edison. Not one time did he take his eyes off this vision. Did he push a broom for a time, yes. Did he have cleanup after the others who were work with Mr. Edison, most likely. Did he listen to the stories of the salesmen told after returning a big sale, I am sure. But, none of this took Barnes's eyes off his vision, it just amplified it.

This is something like many are experiencing right now. Most people and many team structure is shifting or maybe struggling to adapt to new working patterns – sometimes it's as simple as gritting your teeth and working through it. An entrepreneurial mindset and resilience go hand-in-hand. Be assured I am certainly not advocating burnout, now more than ever you need to take time out to reset, recharge and stay focused.

Know when to change the course.

This is perhaps the trickiest part of thinking like an entrepreneur. I heard Darrin Hardy tell a story of a \$150,000 investment in a business he had made. He discovered after 18 months the business was struggling. He had 2 choices before him: One, an additional \$50,000 may stabilize the business where he just might get both the \$150,000 and \$50,000. What would you do?

Good entrepreneurs know when to cut their losses. If you have tried, really tried, to make something work and it just won't, leave it behind you. Being honest with yourself will ultimately lead to bigger and better things.

There are lots of examples of some of the greatest entrepreneurial minds embracing failure and using the learnings to inform their next steps. A great example of this is General Grant. His campaign at Shiloh on April 6, 1862 turned into a rout on the Union. On the 7th he rethought his tactics to rule the day turning that rout into a victory.

Keep your entrepreneurial mind noise free.

If you are anything like me, you will have hundreds of thoughts, ideas and things to do in your head at any given time. You need to give yourself the space to allow your entrepreneurial mindset to flourish.

Some of things to practice to help keep the noise in your head in control – reach speak to your mentor, this mastermind and get a workout partner. Be sure to put the focus somewhere other than work at least once a day – take a walk or exercise, read just 10 pages of good positive book, or listen to inspirational audio. Having creative outlets beyond work will help you think outside the box when you come back to your desk.