



Start Your Own Business

THE ENTREPRENEUR

This is a story of two English Shoe Salesmen Fred and Ben. Both were sent to Africa to evaluate the market for Shoe Sales. Representing two different Companies both visited within weeks of each other.

Fred's Survey took one day, sending a telegram home, he wrote I have seen all I want to see here and I am returning home. No Africans wear shoes here it is normal and acceptable to walk barefoot so I return home tomorrow there is no market.

Bens Survey was much more brief and only took 3 hours, he too wrote home, only to say I will stay here for as long as possible, can you send me as many samples as you can, I will need help this is an absolute gem of a market nobody has shoes or wears shoes we will make a fortune.

Fred's Story on his return home was deemed to be true and that is how he believed it, a view that was accepted by his Superiors. Fred and his Company will not be selling shoes in Africa.

Ben's Story is also true his company did send the samples to Africa and it became a very big market for the company.

When Ben meets Fred at the annual shoe convention the story will go.

Fred - I hear you have been doing a bit down in Africa we had a look, it is not our cup of tea, of course your product style is different than ours, but it is a brave move by you. Africans do not buy shoes they like to go bare footed.

Ben - They do not have product style, they have no styles to compare we sell them shoes because I saw they had nothing on their feet.

Fred's story is believable until you hear Ben's. But if you do not hear Bens story You will accept Fred's lie as real.

The great difference between Ben and Fred is Ben is a Real and True Entrepreneur. Ben saw a positive opportunity when Negative Fred saw no opportunity at all, yet both surveyed the same situation.

POSTED BY Frank McCarthy CEO of **Mr. Handyman Franchise**
Mr. Handyman is the largest employer of Handymen in the World and launched in the UK in March 2010.

Meg and Amy

**Happiness happens
 to people too busy
 to be miserable**



Positive Message

**To a brave heart,
 nothing is impossible.**



[Business Opportunity](#)

The Entrepreneur

**The worst boss anyone
 can have is a bad habit.**

**The best gift is a
 good example**

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