



Start Your Own Business

THE ENTREPRENEUR

The following is a quote sent to me about some comments I made on a website recently and of course my reply:

Quote: “ You have made sweeping statements that fear is not real, and yet it is. I know for me, as a small business that is growing; decisions have consequences.

For example, the price of paper is set to increase after September... should I buy extra now and pay for storage? Should I just pass the increases onto my customers? If I pay for storage, where will store it appropriately? Do I opt for an inferior paper to keep my prices keen? Each of those scenarios has a consequence, the situation is out of my control, and no amount of positive thinking or action is going to change the fact that something in and about my business will change, and people don't like change. Fear...the fear that my decision is the right one, with the least negative impact.

The only time I haven't had fear in business, was when the money wasn't mine. I contracted to BT as a cost savings project manager, but at no point did I have any fear, because it wasn't my money, I didn't care...they were still going to pay my wages.

When it comes to small businesses, our reputation is everything, referrals come from it, everything we do has to be good...it's the only way we grow...so I think there is a fear, and if you lose your fear, it's because you don't care.” End of Quote.

SAME SCENARIO - From the mind of an Entrepreneur

Price of paper is going up in September, Great Opportunity, my competitors are bigger than I, THEY HAVE MORE TO LOOSE.

LIKE: Some of their clients will be looking for an excuse to change. Some will have been paying more than they should anyway, the suppliers will now be found out for being greedy.

Some will have been receiving bad service, customers have been unhappy for a time, will now change as they have an excuse.

If I up my marketing and sales for the next couple of months I could cash in here and I protect my % share or better still - grow it.

A real and rare opportunity, people will now test the market, I need to make sure I get enough quotes out and take advantage of this great opportunity

It is this type of opportunity that an Entrepreneur will see when others may just see FEAR. His personal life will also reflect this. Of course we will all see it after we are shown. The magicians trick is difficult to see and understand and when it is explained we disregard it as silly, but then we do not know how he does the next one.

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 is a condition of mind,
 Not a result of circumstance**



Positive Message

**Worry is not a necessity,
 but a habit.**



[Business Opportunity](#)

The Entrepreneur

**If you do not enjoy what you have,
 how could you be happier with more?**

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