

Are you ready to start your business

Listener Question

I was reminded of the sad fact that few startups are really ready when a listener approached me at a grocery store. This good person had listened to our “Seven Secrets of Small Business Success” series and her husband was interested in starting a business. Her question? “When do we know we're ready to get started?”

The bad news is that almost nobody is ready when the idea to start a business strikes. The problem is that we don't know what we don't know when we enter a new field. The good news is that anybody can start your journey to personal readiness, right now. No license, no registration, no loan applications or personal guarantees, no leases and no tech team.

Referring to what I said earlier, your very first step is accepting that you don't know what you don't know. Once you have accepted this, you can start your journey to readiness immediately.

1. You can start working on your vision of success right now
2. You can look for market opportunities and attractive segments today
3. You can start challenging yourself to work outside your comfort zone this week
4. You can assess the dollars you can make serving a pain, need or gap any time you find one
5. You should have started building your personal business network months ago, get on it!
6. You can start building your team using your network
7. You can be on the lookout for unexpected good luck every day

Looking back on our Getting Money to Start series, you can start on your path to fundability right away, too, by avoiding misconceptions, getting your financial house in order and searching for the sources you will put in your funding portfolio.

Remember, you don't need to know everything to be ready. You just need to know that you don't know what you don't know. Once you accept this, you'll move forward

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in a cautious manner, being prepared for the discoveries you'll make and ready to pivot to a more attractive opportunity when you discover one.

Your small business success starts with you and we want to make sure you bring your very best version of you to the market. You can grow your capacity for success today, for free. Who doesn't love "immediately, at no cost?"

There's lots to do, so get started today!

Next week, we'll look at the prolific and pernicious perils of the food business. What happens when you try to upmarket your special sauce from the farmers market to the supermarket? I've had a number of clients who tried this leap and we'll talk about who made it and who didn't.