



Why you should start your own business

THERE ARE SO MANY different ways to make it in business; many different ways through which you can reap the rewards of entrepreneurial success. Yet very few people ever learn what it really takes, and for some strange reason, fewer still will ever use what they've learned.

Often I meet people who think they're in business for themselves and yet, by my definition, they're not.

Let me explain. My definition of a business is the following: a commercial, profitable enterprise that works without me. Anything else has to be classified as something other than a true business.

As with most things in life, there are so many different levels to 'being in business.' Lots of people say they play sports, but at what level? Lots of people say they're in business, but once again, at what level?

It's not just 'getting into your own business' that will make you rich. Just as it's not just doing some exercises that will get you to the Olympics. There are specific strategies, skills, and so many more things you'll need to follow to turn your business and wealth dreams into reality.

As you most probably know, it's said that 80% of businesses fail within five years of start-up. I imagine these numbers are true, but I want you to remember this: most businesses do not fail because the owner didn't work hard. They don't fail because the owner wants

them to fail; they failed because the owner did not know what to do. In most cases they failed because the owner remained ignorant of the rules of the game.

I've always believed that business is a game, and if you want to play the game, you'd better learn the rules. What's more, you'd better learn them from someone who's succeeded at the game. Not from the scorekeepers (accountants), the rule makers (lawyers), the spectators (employees), the money holders and collectors (bankers), and definitely not from other 'D' grade players (business owners who are just getting by or even failing).

You've got to learn the game from the best players and the best coaches.

It seems so simple when you look at it from this angle. This, of course, raises another question. Who are the best players?

Before I answer that, I want to make one other point very clear: most people who fail in business can always find an excuse for their failure (some use fancy words like reasons), others just blame everyone around them other than themselves, and still others just bury their head in some sort of denial of the predicament they are in.

These three ways: blame, excuse and denial, are very much a product of the employee 'specialist' mentality — they help you play the game of the employee where you just want to keep your job.

On the other hand, there is only one way you'll truly succeed in business. That is to throw out these ways, to stop playing the role of the victim and to start to play the role of the victor.

Learn that if you do make mistakes, take full responsibility for them, learn from them, correct, do some more, and so on — this is the path of a generalist entrepreneur.

Entrepreneurs truly take accountability and responsibility for their own lives, and as one you'll realise that for your life to change, you must change.

Remember, it's usually not the major concept (getting into business) that helps you create enormous success, it's the fine distinctions and the small details you learn along the way that will allow you to jump from average to high performance. ●

■ **Brad Sugars is an Australian entrepreneur, author and business coach who has helped more than a million clients around the world find business and personal success. His main company, Action International, has close to 1000 offices in 22 countries and is ranked in the top 100 franchises in the world.**

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