

HOME-BASED BUSINESS

SURVIVAL GUIDE

8 Successful Entrepreneurs
Share their #1 Survival Tip

success



The Home-Based Business Survival Guide

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If you're considering getting involved in a home-based business and becoming a self-employed entrepreneur...it's important for you to know exactly what it takes in order to succeed.

We took the time to interview eight home business entrepreneurs that are all earning a minimum of \$300,000 a year from their home-based businesses, and asked them the following question...

“What do you feel is the most important thing a person must do or possess in order to ensure their success as an at-home entrepreneur?”

Here are their answers...

MIKE: *“You need to make a REAL commitment to the process.”*

“Surviving long-term in a home-based business requires a firm commitment...not a three-month strategy. The only way to succeed is by making the decision to do it until you succeed. Unfortunately, a lot of people start a business and give themselves an extremely short timeline for success. Making a commitment means exactly what you think it means...you're doing it until. The moment you shift your thoughts from “I'll give this a try and see how it goes” to “I'm doing this...and I'm going to keep doing this until I get there” is when your business will begin to grow.”

Susan: *“A never-ending thirst for learning.”*

“Everyone has the ability to learn, but it’s those that have an underlying hunger to know that typically get ahead and make their businesses work. If I didn’t know something, I’d look for the answer until I found it. There were lots of things I didn’t understand or know how to do when I started...so I started asking and looking for answers. I WANTED success so I was willing to learn how to get it. It’s that simple.”

Eric: “Being successful at-home requires being resourceful.”

“I was broke when I started my first business. And when I mean broke...I mean that I literally had nothing. I sold my TV and mountain bike to get started. I could have told the person who introduced me to my first business that I didn’t have the money...and it was true. But...I knew I could get it. There are a lot of times during my career as an at-home entrepreneur dad that I had to get creative. I think one of the greatest qualities is simply being willing to not settle for what the current situation is telling you. Most people simply think, “Well...it’s the way it is and I can’t do anything about it.” Anytime I faced a difficult situation, I thought, “How can I make this happen? What can I do to figure this out? What steps can I take to make this deal work?” Bottom line is don’t settle. Use your brain and get creative if you have to.”

Kelli: “You have to be resilient and bounce back...fast.”

“I had crying on my pillow moments, but they didn’t last long. I never allowed myself to completely curl up in a ball and give up because I had some type of difficulty in my business. We’re all human and have tough days. I just never let a tough day turn into a terrible year. People who get into business for themselves have to understand that there will be roadblocks, challenges and wall kicking moments. You can either let them stop you or you can get back up and keep going. I’m here today because I simply never gave up during those tough times.”

Rachel: “You for sure need to stay humble.”

"I actually had some very fast success in my first business. It got to my head. I starting acting like an idiot. I can say that now...but if you tried giving me advice back then it would have fallen on deaf ears. My cocky, know-it-all attitude ended up alienating a lot of people. Many of them to this day still don't talk to me. The first company I built fell apart and then I had a hard time finding my way. My humility finally came into existence when I finally realized that it was everyone, not just me, who was responsible for all of the success I had early on. It thought I was the deal. I've learned the hard way that the collaborative effort of everyone within my organization was more important than me being the shining star. I'm the opposite now. I'd much rather see people on my team on stage, doing trainings or getting the attention than me. It's a lot more fulfilling than it was in my early days."

Don: "Hard work pays off...period."

"There are a lot of people who are more skilled than me, more outgoing, charismatic, and simply better than me. But...there aren't many who will outwork me. I grew up on a farm and know what hard work is like. I have no problem getting up super early and working until I simply pass out. I don't do it every day, but I will certainly work long and hard to get the job done. I can thank my dad for that. We farmed corn in Iowa my whole life. Try working on a farm for a bit and you'll know what hard work is all about. In my home business, it's a different kind of hard work, but my willingness to put in the time is what got me here. I'm not going to say that I have no skills or personality...because that wouldn't be true. The one reason why I'm where I am today is because I've worked hard at it."

Todd: "If you're cool to people and you have a positive attitude, you'll win."

"People like being around others that are a joy to be around. If you're nice to people, treat them right and you're perceived as someone who is friendly and fun...then your business will work. Most home-based

businesses, like network marketing for example...are people focused. If you're not nice to people or not a pleasure to be around...you're not going to do a good job of attracting people your way. I've always liked having friends. Most people enjoy being around those that make them feel good. Without getting religious or anything, Jesus said it best with the Golden Rule, "Do to others what you want them to do to you." Treat others good...and it will come back to you. And, for sure...that is exactly what has happened for me in my business over the years."

Belinda: "You better understand marketing."

"I never even went to college. I dropped out of high school because I had to bring money in to support our household. I grew up early. Then, I got into my first business and realized I had no clue what I was doing. Fortunately, I had a good mentor to model. She understood marketing and taught me some basics. In fact...I remember being at her house and she asked me point blank, "How are you going to market your business?" I flushed. I had no clue. I've been a Google Queen. Seriously. I subscribe to a lot of marketing blogs, newsletters and follow anything I can that helps me understand more about marketing my business and my products. My suggestion for anyone in any business is this. Study marketing. Study advertising. Study copywriting. Know what moves people and why people buy. Everything we do in this business is marketing...so it's really good idea to understand it!"

You've just heard answers from eight different entrepreneurs on what they believe is the #1 contributing factor to their success.

If you are investigating the idea of starting your own home-based business, it would be a great idea for you to hear what they said and apply it into your business.

A Quick Recap...

Make the Commitment
Be Hungry for Learning
Be Resourceful
Be Resilient
Stay Humble
Work Hard
Be Nice to People
Understand Marketing