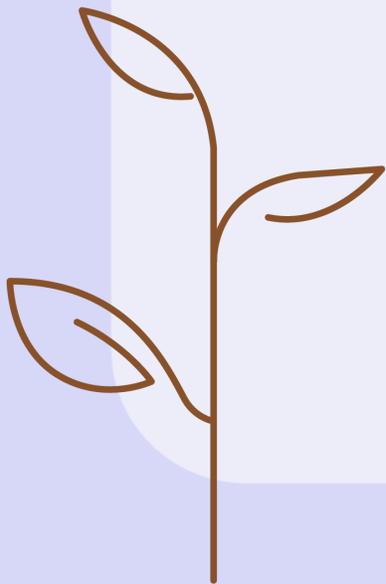
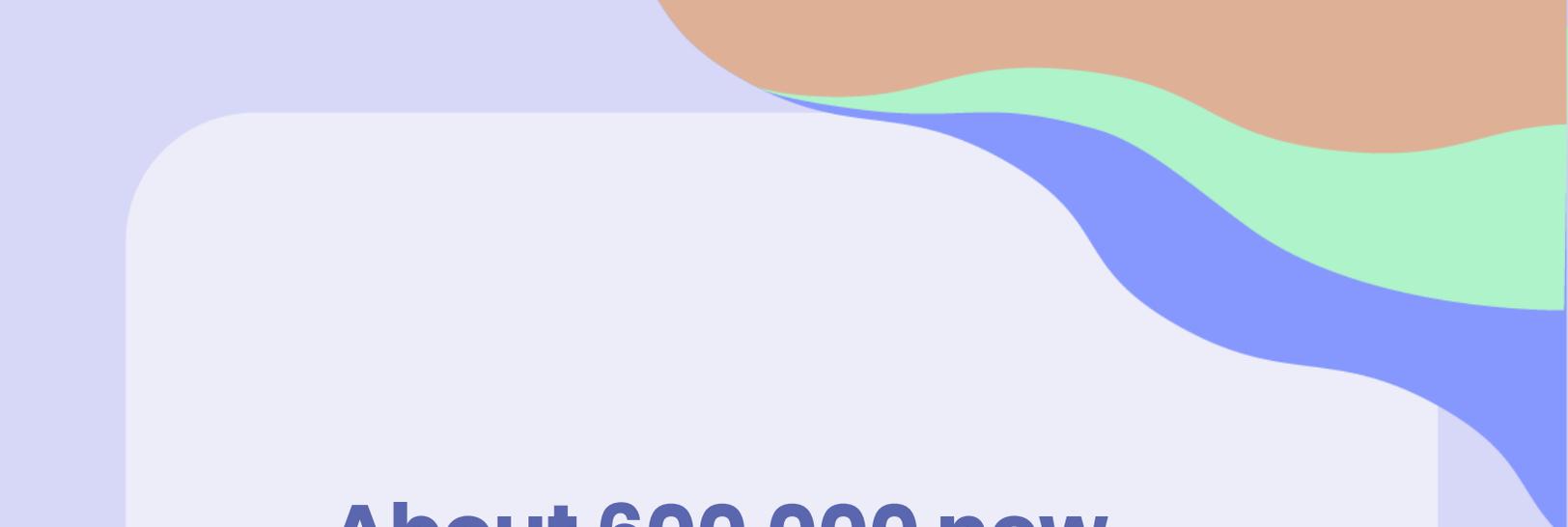




THE SECRET TO
DEVELOPING AN
**ENTREPRENEURIAL
MINDSET**





**About 600,000 new
businesses start up
each year.**

**Only about half survive for five
years.**

By the ten-year mark, more than
two-thirds have shut their doors or
their websites.

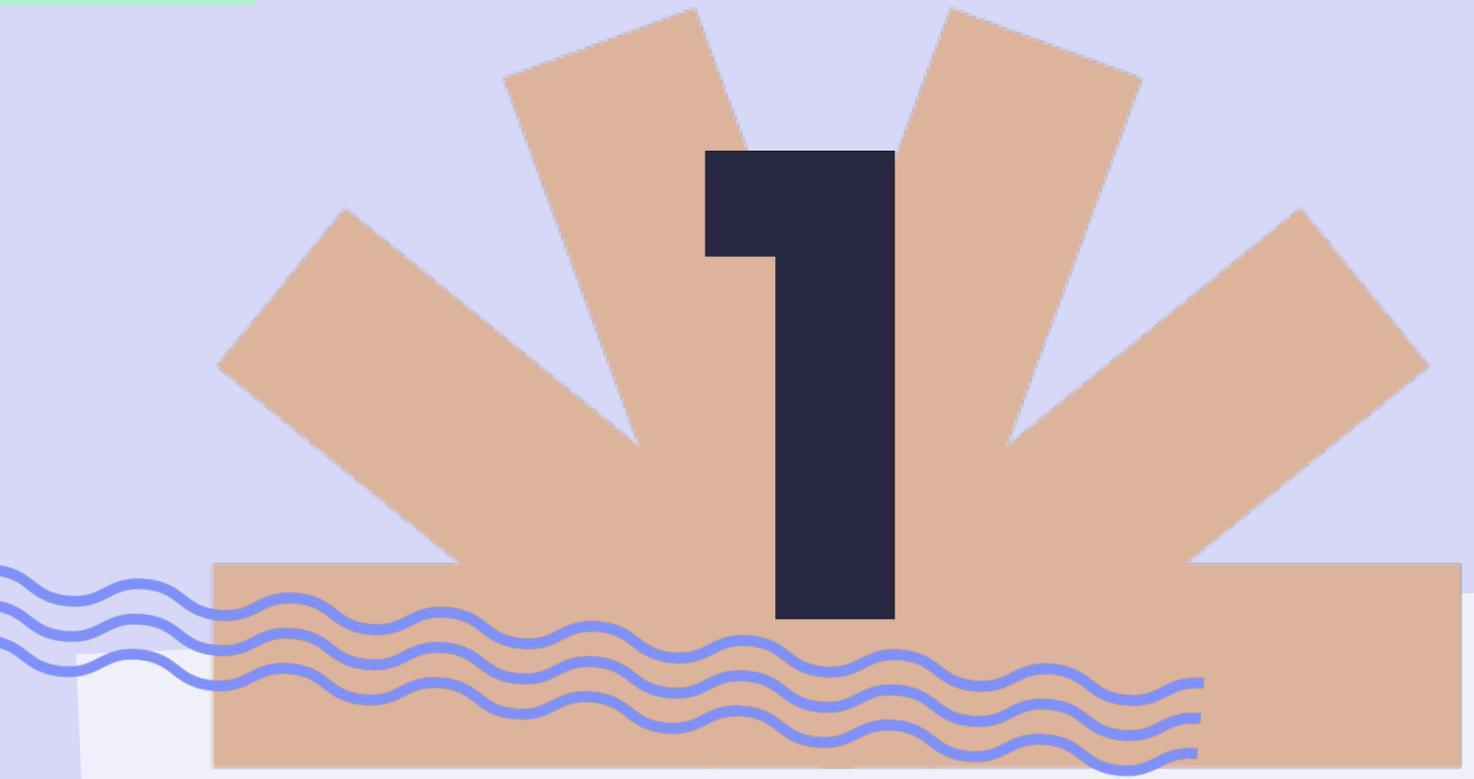
If you want to join the ranks of the successful, you'll need to be prepared.

You'll likely have to raise capital and assemble a winning team.

You'll also need to develop an attitude that will help you to overcome the obstacles to becoming your own boss.



**Learn the secret to cultivating
an entrepreneurial mindset,
starting with these 3 key
ingredients.**



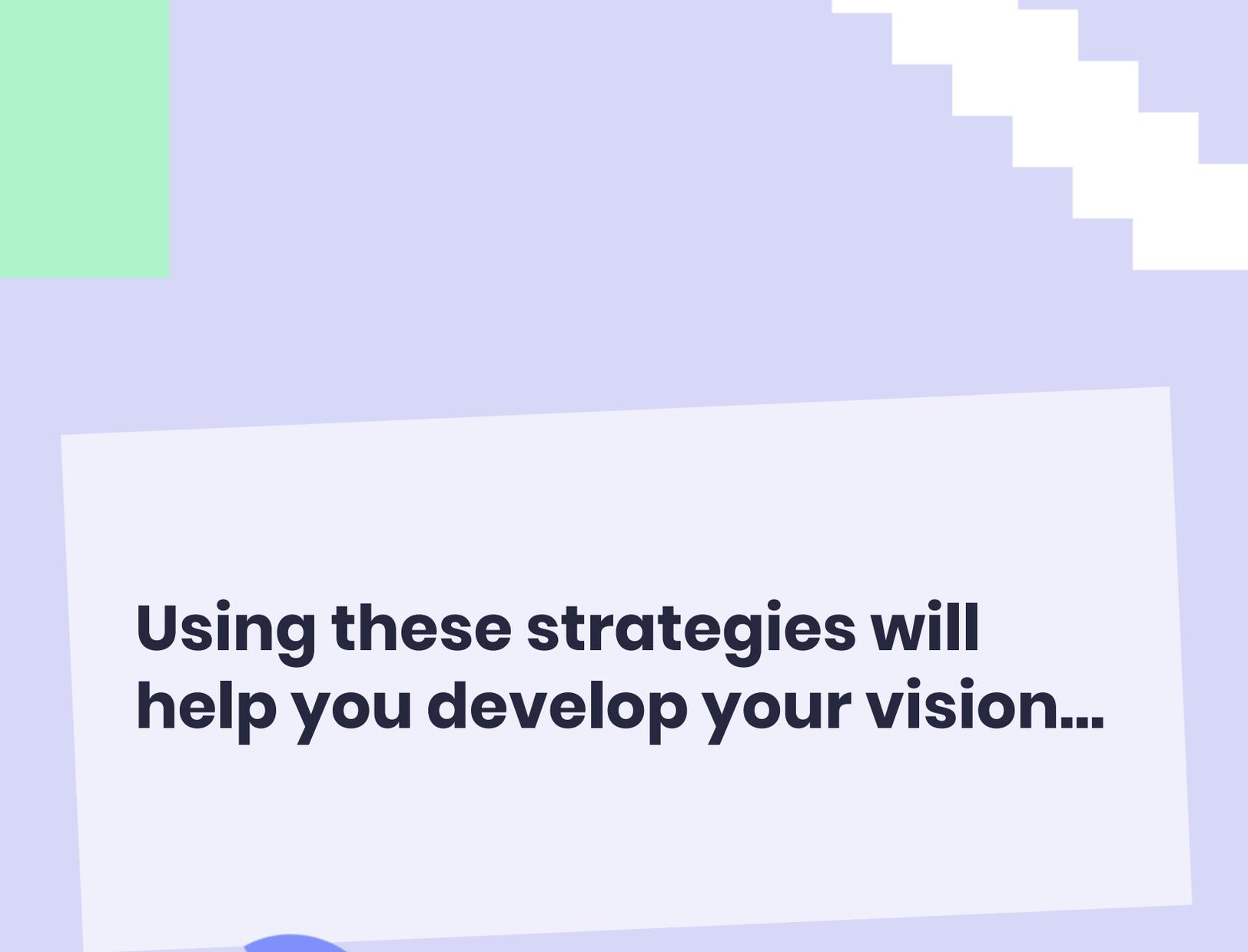
Creating Your Vision



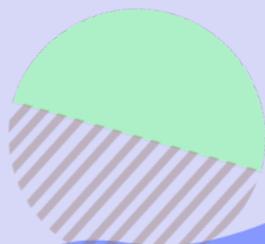
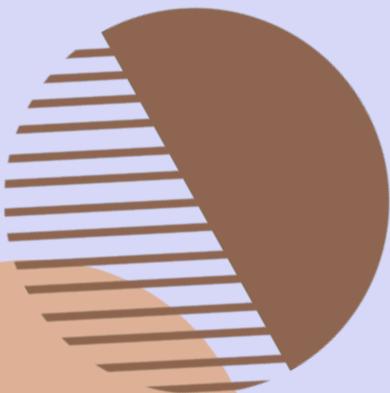
Your business starts with conjuring up a vivid image of what you want to accomplish.

Focus on your purpose and goals.

Your vision statement provides inspiration and defines who you are.



Using these strategies will help you develop your vision...



1.

Plan ahead.

Your mission is about the present, while your vision describes your future.

Think about where you want to be in 5 or 10 years.

Dare to dream big.

2. **Welcome feedback.**

Invite other stakeholders to participate in the process.

That could include customers, employees, and other entrepreneurs.

3. **Study other examples.**

Crafting the language for your vision statement is a big job. You need to say a lot in a few words.

Make it as simple and powerful as possible.

It helps to look at what other companies have done, from giant corporations to small shops.

4.

Make it relevant.

Your vision takes on real value when you apply it to your daily activities and business strategy.

Integrate it into your decision making and culture.

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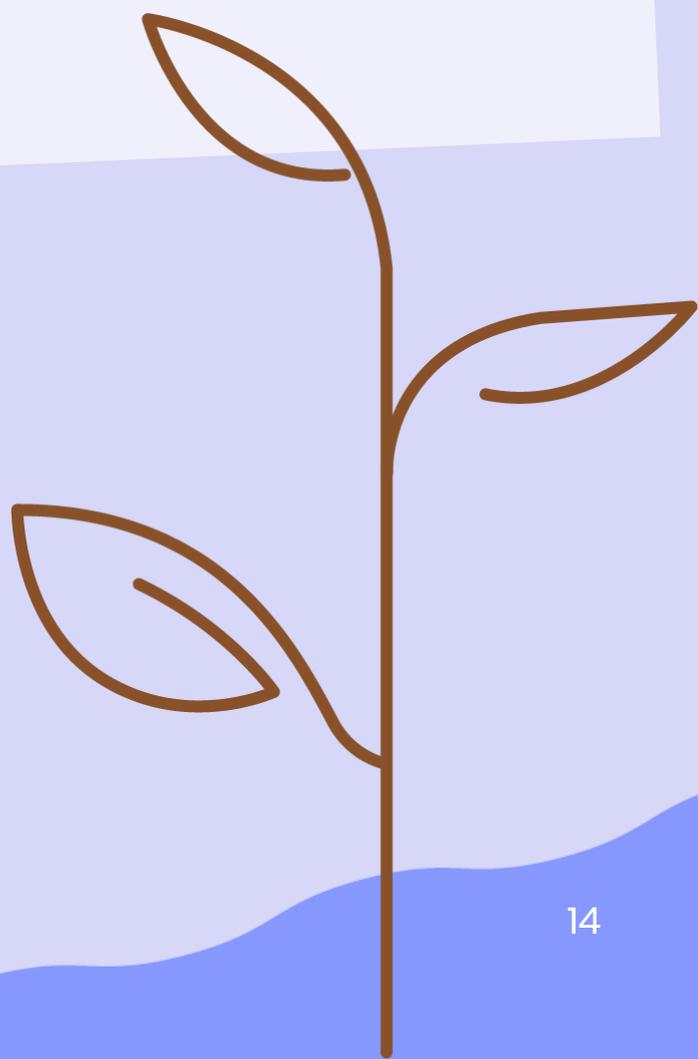
2

Building Your Confidence

If you want others to believe
in you...

**...you have to
believe in yourself.**

**Boost your confidence with
these techniques...**



1. **Review your achievements.**

**Give yourself credit for
your successes.**

Just making an effort
counts too.

Put together a portfolio of
your work that showcases
your talents.

2. **Seek support.**

Find partners who share your vision and collaborate with them.

Attend networking events and stay in touch with your personal contacts.

You may also want to work with a mentor or a coach.

3.

Continue learning.

Evaluate each experience to see what it can teach you.

Share your knowledge and expertise with others.

Read books about entrepreneurship and your industry.

Go back to school or earn certifications online.

4.

Reward yourself.

Celebrate your victories.

Pat yourself on the back or give yourself a tangible treat.

Take a day off or buy concert tickets.

5. **Appear professional.**

Appearances matter.

Stand tall and breathe deeply.

Stay calm under pressure.
Speak slowly and decisively.

Style your hair and wear clothing that flatters your figure.

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3

Persevering Through Obstacles

In order for your business to thrive, you'll need to keep going in the face of setbacks and unexpected changes.

Some studies have found that perseverance is even more important than talent.



Keep these tips in mind...

1. **Think positive.**

Look on the bright side.

Wake up with a smile and make a list of the things that you're grateful for.

2.

Manage stress.

The early days of any business can be filled with financial pressures and self-doubts.

Deal with tension constructively.

Exercise regularly and talk about your feelings. Relax with a warm bath or instrumental music.

3. **Maintain balance.**

Many small business owners work twice as long as regular employees.

You'll be happier and more productive if you pace yourself and pay attention to your personal life.



Being an entrepreneur gives you the opportunity to work where and when you want...

...and design a career that aligns with
your values.

Regardless of how much money you
make, you'll gain valuable skills and enjoy
the satisfaction of pursuing your dreams.