



# How to Have the Mindset of a Confident, Success-Oriented Entrepreneur



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## **Confident Business Women**

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# How to Have the Mindset of a Confident, Success-Oriented Entrepreneur

To succeed in business you MUST be able to feel confident about what you are doing. That's important, especially when you know that up to 90% of people who start a business on the Internet stop that business within three months.

With businesses off the Internet, the statistics are not much better. Within five years of starting a new business, over 80% of these businesses will fail.

## Why so high?

I've been working with entrepreneurs who become small business owners for many years through the Small Business Administration (SBA), as a professor of business and organizational development at various universities and through consulting. I was always greatly bothered by these high failure rates.

After much study and observation, I found that there are – things that are needed by entrepreneurs to succeed in the business. The #1 thing is to have the Mindset of a Confident Success-Oriented Business Woman. I did a lot of research and study to find the following 5 mindset characteristics needed to be able to be confident enough to start, stay, and succeed in business over the years.

### 1. Be willing to take strategic risks

Entrepreneurs are creative, innovative people who are willing to take necessary risks to succeed in business. This shouldn't be mistaken with the idea that entrepreneurs love to take any type of risk or that they take needless risks. The point is there must be a willingness to try something new and get it into the marketplace in a timely manner. A strategic risk is one that is carefully planned out with a specific goal in mind. You know why you do something, how to do it and the steps to take to make the action happen.

So you don't just dive into taking any type of risk but take the type of strategic risks that move you closer to your planned business goals.

### 2. You have an Internal Locus of Control

A locus of control is a psychology concept that says how a person perceives their ability to have a control over their own life, circumstances and situation. An external locus of control says you perceive that things, situations, people or circumstances outside of yourself have more control over your life than you. An internal locus of control says you perceive that what happens in your

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life is controlled by you, not something outside of yourself. Entrepreneurs have a strong internal local of control. That's because you know you can make things happen, even if you don't have the strong support of others. You know that some circumstances may never be just right, but you don't let that stop you from moving ahead.

A confident entrepreneur believes in her own ability to control the outcomes of her circumstance. That's why your locus of control have a lot to do with how confident you will be in business.

### 3. Friends Don't Stop Your Goals

Everyone needs someone to support them and be there for them. But a true entrepreneur knows that there will be times when even the people closest to them won't fully understand what they are trying to do. So while it's important to you to have good friends, you don't depend on them to boost your self-confidence to succeed in business.

There will be many times when the confident entrepreneur will have to "go it alone" without the full backing of family, friends or others. Your confidence must be within you to know that you have an idea that's right for the time. So you can move ahead even with your friends don't approve.

### 4. Get Focused for Success

For years, people thought multi-tasking was a skill to master in order to be successful. However, it has been found that doing too many things at once is a certain way to get overwhelmed, often becoming a reason to not finish anything. The best mindset for success in business is to get focused. Plan out exactly what you are going to do and focus on that until you get it up and running smoothly. Then you can begin to diversify your efforts, moving out in different directions.

That means there is not such thing as getting "too focused" in your business. Have the mindset of getting done what you set out to do and don't get distracted by too many shiny, new ideas that divert your attention from your goals.

### 5. Happiness Will Come

The idea of happiness is very personal. You might be "happy" in certain circumstances while other people would not feel this. Still, feeling good about what you are doing as a business professional is important to keep you motivated for success. The mindset actually needed by the successful entrepreneur is one of optimism. Being optimistic means you have a positive outlook on the future. You can visualize a good outcome in your business activities, you have the ongoing feeling the life is good and so are your ideas.

So being optimistic is the important mindset your need to succeed as an entrepreneur. This isn't quite the same as happiness but happiness will certainly follow as you see your business taking off.

## There's More

These five mindsets are definitely essential to lead you towards success as a business woman. But there's more.

You will have to

- actually make a plan for the business
- have a passion for the business
- have the appropriate background to be able to provide value to customers
- know about a group of people who actually what you have to sell
- know how to get the word out about your business (called marketing)
- be willing to set a decent price and actually make sells
- understand the importance of follow-up with customers
- remain optimistic and full of vision as the struggle to build the business continues.

Now it doesn't stop here. In fact, it doesn't start with all of these steps. Don't forget the step of actually developing a way for clients to find you and developing something to sell in order to make money. You have to

- develop a website
- grow a mailing list
- develop a short report, audio or other type of give-away to grow your mailing list
- create products
- design service packages
- write SEO rich articles to promote your website
- operate with a marketing plan
- publish ebooks, books and other printed things
- and more.

These specific steps are what you will learn more about at Confident Business Women. Look forward to getting the support you need to start, stay and succeed in business.

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