

5 Steps to Take If You Want to Become a Rising Star Entrepreneur



Annual Christmas Tree Preparations at Rockefeller Center – Manhattan. Swarovski “points of light” “Star Treetop

1. **Discover your Entrepreneurial Propensity.** entrepreneur as “a person who starts a *business* and is willing to *risk* loss in order to make money” or “one who organizes, manages, and assumes the *risks* of a *business* or enterprise.”, Steve Tobak, believes that *business* and *risk* are the key operative words in the definition of entrepreneur. He states, “If there’s no real business or risk, you’re not an entrepreneur”. To get started, determine if you have the desire or propensity to become an entrepreneur. Look for antecedents/characteristics that are often seen with successful entrepreneurs. A few examples of these traits are: : risk taking, “smarts”, locus of control (cultural and/or individual), self-confidence, tolerance for ambiguity, passion and persistence, drive for success, creativeness and inventiveness. One of my favorite antecedents that has been known to be an indicator of propensity potential is growing up with family exposure and listening to entrepreneurial stories (E-tales) that may have foreshadowed a decision to become an entrepreneur.
2. **Stay Networked.** A good friend of mine, Dr. Becky Anderson Powell, is a big proponent of “scaffolding” as one the most important criteria to ensure success when moving forward with their vision. As creative entrepreneurs and business people one of the key factors of success is having a network and others to open doors, help us to see patterns, challenge us on espoused thinking vs, what we are actually doing and/or accomplishing, help us to identify the things that we will need to move us

forward in our visions, make sure we play so that we don't become entirely "stressed out" entrepreneurs and to prop us up when we need scaffolding support.

3. **Be bold.** You'll need to distinguish yourself in some unique way. Be bold in your actions and content and take advantage of any opportunities that are in alignment with your vision and can move you closer to your dream of being a success entrepreneur. The bigger the impact you make, and the more attention you'll receive for your personal and company brand. Become a household name in your chosen endeavor. If I say Oprah

4. **Tell Your Story ...**

Get published. If you want to increase your visibility, get published. Be on the lookout for doing some guest posts in general publications. Start off with lesser known and local publications to begin building a name for YOU! For easy, low cost ways to get yourself out there, see "How to Become a PUBLICITY MAGNET In Any Market via TV, Radio & Print" by bestselling author, Havilah Malone.

Increase your visibility. Almost no one becomes a rock star entrepreneur overnight. If you want to achieve notoriety, you'll need to gradually step up your efforts over time. That means overcome that fear, take bolder actions and risk saying "yes" to bigger and better opportunities, publishing and speaking more to promote your unique brand. The rise of social media has made this a less daunting undertaking.

5. **Build a Personal Brand.** In his seminal Fast Company Magazine article, "*A Brand Called You*," Tom Peters famously said, *Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.* Personal Branding is our "*entrée*" or calling card into a world of building a bigger and more faithful audience. The most important advice: Be clear and consistent about the image you want to project across all platforms or you run the risk of confusing people about what you are all about.

Be bold. Get visible. Tell your story. Become a brand.



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Leadership, Narrative and Behavior Coaching & Consulting Expert committed to helping you to discover your gifts and loving your life in the process!!!