

The Can-Do Entrepreneur

**The Entrepreneur's
Motivational
Handbook**

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THE CAN-DO ENTREPRENEUR

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All thanks to God for His Holy Spirit that inspired the writing of the life transforming words in this great book.

I am just like a pencil in God's hands and I am privileged to be used to be a blessing in the lives of entrepreneurs.

I would like to recognize the unreserved assistance of Arleta Lewandowska, who proofread this great book.

My family has always been a great blessing in my life. I am very thankful for all their prayers and support. They are a rare gem.

INTRODUCTION - What this book can do for you

Oftentimes, the entrepreneurial journey is sugar-coated to look like a less cumbersome and easy road that leads to easy success.

The irony of this misconception is that the entrepreneurship is really a tough call.

The bitter truth is that the road of entrepreneurship is always under construction and never paved with gold but with rocky stones that only the ‘can-do’ entrepreneur can coat with smooth golden stones.

The CAN-DO ENTREPRENEUR contains and outlines truths, traits and techniques every aspiring, young and experienced entrepreneur must imbibe in order to be fit enough to commence sustain and win in this journey of unspeakable uncertainties with minimal chances of achieving great success.

Chapter 1

THE CAN-DO

ENTREPRENEUR

The Can-Do Entrepreneur is the entrepreneur with a can-do attitude. He is not passive but actively involved in his pursuit at all times (both good and the not-so-good times).

Entrepreneurship is not as free-for all as it may seem to be. There is more to it than meets the eye.

This assertion, however, does not mean to scare aspiring entrepreneurs from taking steps towards entrepreneurship or to discourage young and experienced entrepreneurs. Careful feasibility studies of your areas of interest in business as well as the industry you intend to play in is good but not enough.

In the journey of entrepreneurship, it is paramount to understand this truth, that at some point in this journey you will be tried and tested to the point of quitting; either through the overwhelming competitive landscape, losses encountered internally in your business, the economic situations, and pressures with your family or your personal life.

This is the point where you begin to ask yourself if you are truly on the right path or really doing the right thing.

This is the point where varying and unsolicited divergent suggestions creep in to your head from the outside; mostly from sources that either wish for you to quit or are outside the circumference of your true vision or passion.

I like to call this point the ‘Make or Break Point’. As an entrepreneur, developing the ‘can-do’ attitude helps you become the ‘Can-Do Entrepreneur’. This is the entrepreneur that is able to stay calm, calculated and focused at this ‘Make or Break Point’. The Can-do entrepreneur does not give in to

cheap divergent suggestions but has the can-do attitude to help him unleash his creativities at the 'Make or Break Point'.

A story was once told of the rattle snake and how it finds the aggression to attack its victim.

When the rattle snake wants to attack its victim, it first bites itself. The pains it feels from biting itself first makes it very uncomfortable, it then rattles itself and finds the aggression to unleash its power, biting and attacking prowess on its victim, hence overcoming its victim.

The can-do entrepreneur is pretty much like the rattle snake in the following points:

1. They are motivated by one thing; unfavorable, difficult, challenging circumstances and oppositions.
2. They do not retreat when beaten.
3. The aftermath of their encounters with difficult situations and circumstances is the unleashing of their best and eventual victory.

4. They have understood and developed the ‘can-do’ attitude.
5. They always win.
6. They are never afraid to at least try to win even if success is not guaranteed.

Developing the ‘can-do’ attitude is a necessity for the entrepreneur even before commencing the entrepreneurial journey. It is not like that bridge you will cross when you get there. It is pretty much like deciding well ahead of your entrepreneurial journey to succeed no matter what!

This is paramount in the life of entrepreneurs since there is no clue of the length, breadth or height of this bridge of ‘Make or Break Point’.

Entrepreneurship is one hell of an exciting and rewarding journey but ever wondered why some businesses or companies you knew about in your neighborhood or perhaps heard about on radio or watched their commercials on television, do not exist anymore?

What happened to this seemingly promising companies with a lot of lasting success potentials?

Well the truth is I also asked myself such questions until I tried to do a personal analysis on the companies of interest to me and the kind of entrepreneurs they seemed to have had.

It is obvious that the companies that are out of business and no longer exist and those that still exist and are either getting their arcs together or those waxing ever stronger and stronger all perhaps faced the economic challenges of their business environments, had internal control issues. These entrepreneurs also had to deal with family and personal life pressures. Just like the rattle snake earlier described, these entrepreneurs who still stand used these unfavorable situations and circumstances to unleash their best and creativities to help them stand while others who are out of business, chose to retreat, and hence failed in unleashing their best to win.

With the can-do attitude and deciding well ahead of time to succeed in your entrepreneurial journey to succeed no matter

what, you are well on your way to achieving lasting business success.

Chapter 2

COMFORTABLE WITH BEING UNCOMFORTABLE

For aspiring and young entrepreneurs, it is important to understand that despite how nice the word entrepreneurship sounds and how nice the terrain might seem to be simply by looking at the present lifestyles of successful entrepreneurs, it is not a bed of roses but actually a rocky bed, which your successful role models have dressed with roses.

You have to first come to terms with being comfortable in uncomfortable situations with regards to your entrepreneurial journey.

Everything from the hassles of incorporating your business, nurturing and developing your business ideas, developing business plans, building your team, waking up by 4AM and sleeping by 10PM, meeting and satisfying angry customers

and many more unpleasant situations that come with the terrain should all sound very palatable to you if you have a desire to truly succeed in this journey.

It is worthy of note that true business success is not served on a platter of gold, but you have to fight your way through to it and bring it all the way home fighting your way through once again.

Understanding well ahead of time that this entrepreneurship terrain comes with ‘uncomfortable jackets’, will prepare you to learn to wear it and still appear attractive to the eyes of everyone.

Take for example you owned a printing business and the bulk of your customers come to print at your shop as early as 7AM and so you must wake up as early as possible, get yourself readied for the day and ensure your office is set up to receive your customers. You deny yourself an extra hour of sleep to come to serve your customers and here comes an angry customer shouting at you over a poor work done that was done

for him the previous day. You may have had a poor time at home the previous night with your family or friends but being comfortable in uncomfortable situations and circumstances such as this unexpected outbursts from an angry customer in the morning is key to winning your customers over, helping you grow and sustain your business over the long term.

This trait will help you prepare yourself well ahead of time to effectively address and manage uncomfortable situations as this and even worse along your entrepreneurial journey.

This trait is what eventually helps you achieve the outstanding business success, which your role models have achieved in business, helping you coat with roses that ‘rocky bed’ of entrepreneurship into a ‘bed of roses’, which you can enjoy and which other aspiring entrepreneurs will admire in you.

It is important to note that this activity is never a onetime event but what entrepreneurs must accept as a daily routine across all board with regards to their entrepreneurial journey in order to achieve lasting success.

The can-do attitude, which you have developed as an entrepreneur will enable you deal effectively with uncomfortable situations and circumstances and still come out a better and a well-refined entrepreneurial product.

Chapter 3

WHEN PEOPLE SAY NO

I truly hate to reveal this bitter truth but it is important for entrepreneurs to understand that at some point in your entrepreneurial journey, you will feel like you are alone or worse still, you will literally be alone and that is all by yourself.

Never always expect people to agree with you and say YES at all times!

It is however, most difficult, to learn that even family and the closest of friends will say NO to you; people you probably trust the most.

The consoling part of this revelation is that the sole decision to persist on your pursuit all lies with you and not on 'THEM'.

The probability of you achieving success in your entrepreneurial journey is not and never dependent on how many 'NOs' you get on the entrepreneurial terrain but on how

many times you reaffirm within yourself that you will achieve success no matter what.

There has never been better motivational words than the Chinese proverb, which says that when you are knocked down seven times, you should get up eight times. Always learn to reaffirm to yourself one more extra time, your potential to succeed at every NO.

Always remember that a way will always be made if only you stay focused and not get swayed when people say NO to you on your entrepreneurial journey.

To help you understand why it is important people say NO to you in your entrepreneurial journey, I will use a simple illustration of a tailor.

When a tailor wants to make a suit or an overcoat, he gets a full fabric and then he cuts off some parts in order to get the perfect fabric shapes to give him his desired outcome. Notice that the tailor does not use every piece of the initial fabric and some parts must as a matter of necessity be let to go unused;

because if the whole piece of fabric of the initial fabric were to be used, what you might see would be a shabby looking product that is unfit and never desired by any customer.

This illustration is exactly what goes on when people say NO at every point in your entrepreneurial journey, because as a matter of necessity, they must be let to go with their NOs so you can find that perfect shape of fabrics to give you the desired outcome as a successful and a well-grounded entrepreneur.

When you come to terms with this truth, it will be very easy for you as an entrepreneur to creatively and quickly move on when people say NO to you, to create your own possibilities because you will not have the luxury of time to indulge in self-pity and regrets.

As an entrepreneur, it is paramount you understand ahead of time that the world owes you nothing but you owe the world everything.

Never blame anyone for saying NO to you even when you feel you needed a YES so desperately.

Some of the NOs I am writing about with regards to your entrepreneurial journey may come in the form of the following:

1. Financial, Technical or Emotional support.
2. Approval
3. Validation, etc.

No one owes you these but you must seek them out with great persistence and patience and eventually you will get your YES, which will enable you get the right and desired shape of your entrepreneurial journey leading you to your desired success.

Chapter 4

STAYING FOCUSED ON YOUR DREAMS WHEN FACED WITH NEGATIVITIES

There is no rule book on staying focused on your dreams as an entrepreneur when faced with negativities since every entrepreneur has unique dreams and are faced with negativities that are tailor-made towards those unique dreams.

However, a few steps can help entrepreneurs with overcoming negativities in their entrepreneurial journeys.

I always encourage entrepreneurs to watch the trailer of the movie, 'THE LORD OF THE RINGS'. There you will learn that to every man and as an entrepreneur, you are given a quest, an evil will hunt him but a fellowship will protect him so he can achieve his quest.

Negativities and evils that seek to hunt down your entrepreneurial dreams are a given. Understanding this fact is paramount even before your decision to commence your entrepreneurial journey.

Since that is the case and what is obtainable in the entrepreneurship terrain, it is therefore important for you as an entrepreneur to do the following:

1. Understand the negativities; itemize or list them out. It is important to never undermine anything you perceive as a negativity in your entrepreneurial journey no matter how insignificant it might seem. Call the negativities by name if possible. This will help you gain full understanding of them as well as their roots.

2. Take active steps to resolve them; once you can identify and understand these negativities, you will then take active steps to seek out the right kind of information and counsel to resolve the negativities and righting the wrongs. It is therefore important to be mindful on where you seek information and

counsel. It is always advisable to seek counsel from sources of outstanding experience in your field.

3. Create a pool of the right motivation to drink from at every slightest negativity; staying motivated in the direction of your dreams in the face of negativities has a lot to do with what goes into you. Daily dose of motivational quotes and thoughts can help keep you from swaying from your entrepreneurial dreams. I have compiled the best motivational thoughts from established and successful ‘can-do’ entrepreneurs and I encourage you to make it a practice to take a dose of the thoughts every day. You may choose to take an overdose and do your entrepreneurial journey a world of good.

Chapter 5

HOW TO GET PAST THE PRESSURE PHASE

It is important to understand the concept of the pressure phase of entrepreneurship. It is often not a onetime event but in some cases can be a recurrent event in the entrepreneurial journey.

There will be times when you will say to yourself, 'I CAN'T DO THIS ANYMORE' or may question if you are doing the right thing or even made the right decision to commence your entrepreneurial journey.

The truth is no matter what questions you may have asked yourself or will ask yourself, this comes with the entrepreneurship terrain and the pressure phase is the defining moment and what separates the 'men' from the 'boys'.

As an entrepreneur, you will face pressures from your business, society and family. These pressures can lead the

entrepreneur to a breaking point of giving up his entrepreneurial dreams and should never be underestimated. Therefore, remaining calm and carefully seeking out ways to effectively manage each of these pressures will help lead the entrepreneur to desired outcomes.

A lot of things demand your attention as you decide to embark on your entrepreneurial journey. In order to lead a well-rounded successful life in your business, you must do your best to meet the demands of these needed attentions.

You will agree with me that well-rounded success does not mean a successful business and a poor relationship with your staff, your significant other, your customers or even your family.

You may not be able to perform at your best in your entrepreneurial journey if one or all of these relationships suffer.

These relationships are basically tied to your success or failure in your entrepreneurial journey since they directly deal with

your daily emotional state, which has to be balanced enough to enable you be at your best.

Understanding this fact early enough in your entrepreneurial journey will help put you in a position of selflessness. This simple understanding eliminates a degree of fear or pressure that may arise when these relationship begin demanding audience from you. You should be very mindful of the role of fear and what it may do to you when you come to the pressure phase.

Also understand that you may experience fear but most important is that you cannot afford to give in to fear.

To the measure of quest or responsibility you have chosen to pursue in your entrepreneurial journey, you have subconsciously been given the capacity to weather any pressure that may come your way.

Think about that and understand that you have within you a wealth of patience, skills, passion, time, knowledge to handle

any pressure that may come to you in your entrepreneurial journey.

To help you understand with more clarity, I will recap on major things you need to help you get past the pressure phase:

1. Remain calm
2. Understand ahead of time that relationships that seek your attention are what you may call the ‘necessary evils’
3. Never entertain fear
4. Seek to dig deep within you and draw from your wealth of patience, tolerance, skills, knowledge, time, passion, to help you deal with the pressure phase.

Chapter 6

DEVELOPING THE ‘CAN-DO’ ATTITUDE

The ‘can-do’ attitude is the belief that you can do all things. Believing you can do all things and can face all challenges is a very fantastic first step, which others even lack but it is never enough to believe you can. Developing the can-do attitude has everything to do with the elimination of every form of fear and doubts. In Philippians 4:13 of the bible, it says that, ‘I CAN DO ALL THINGS THROUGH CHRIST THAT STRENGTHENS ME’. The essence of this reference is to emphasize that there is an extension of your strength in an invisible and supernatural power that is well beyond what you can see.

Now, acceptance of this revelation eliminates a high degree of fear or worry over any fear situation or circumstance that make

you retreat from your can-do attitude. You are a god force and you have within you enormous and tremendous amount of energy to do all things.

However, it is worthy of note that your confessions will determine your can-do attitude levels.

The words of Henry Ford prove true here when he says that ‘whether you think you can or you can’t, either way, you are right’.

The leads us to our next point on the importance of positive confessions in the course of your entrepreneurial journey.

You forge your castles by your words!

Daily positive affirmations to yourself with words that nurture your can-do attitude will do your entrepreneurial journey a world of good and will help put you eventually in a state of positive self-awareness of your inner strength that unleashes every form of skills, self-confidence, creativities and the helps you require to do all things, face all challenges and win in all things.

Ever wondered how we now fly airplanes today or enjoy the electric bulbs today?

I bet you that in as much as I do not know on a personal level the inventors of the airplanes or the electric bulb or have a clue of the kind environment where they had lived, I can categorically let you know that they had within them a well nurtured can-do attitude that helped them transcend from seemingly difficult situations and problems into new realms of possibilities by reaffirming they can do it even after several failures.

Seek the right associations to help nurture your can-do attitude. Steer clear of associations that corrode or erode your can-do attitude.

Remember it always seems impossible until it is done, so you can do all things. Learn to draw from the pool of strength of the invisible power of Christ.

Look beyond your present weaknesses or any limiting circumstance and learn to nurture your can-do attitude through

daily positive affirmations and by getting involved in the right associations that help grow your can-do attitude.

Chapter 7

A POSITIVE ENTREPRENEURIAL MINDSET

In the dictionary of the true entrepreneur, the word ‘IMPOSSIBLE’ does not exist. Even the word itself says ‘I’M POSSIBLE’. The importance of a positive mental attitude and approach towards your sojourn in entrepreneurship cannot be overemphasized.

It is important as an entrepreneur to lay stronger emphasis on the positives and opportunities in every situation and circumstance with regards to your entrepreneurial journey.

Going over the negatives and problems will only leave you thinking and brooding over the problems all day and will

create even more problems. This is what you do not have the luxury of time for as an entrepreneur.

A positive mindset is one of the greatest asset you will ever need even before deciding to pursue your entrepreneurial dreams. This is ever important due to the nature of the terrain.

You simply cannot accomplish much without it!

To bring this point home, I will share with you an interesting story from the bible, Numbers 13: 17-30, of two groups of spies who were sent to spy on a certain land since the nation that sent them wanted to invade and take over the land.

The first group went on the mission to spy the land and came back with the news that this land had many giants and war troops with their soldiers towering like the cedars of Lebanon and there was no way they could defeat them.

The second group went and spied on the same land and their report was that indeed the land had their armies and armory but they can conquer the land.

It is important to note here that by focusing on the problems and how difficult it was to conquer the land, the first group of spies created more problems for their nation in form of fear, confusion, helping them see their own weaknesses instead of what strengths they have left. The second group of spies, however, acknowledged the strength of their opposition but were careful enough to observe an opportunity to conquer them. This report brought a feeling of hope, revived confidence, vigor and awareness of their strengths. They eventually went on the strength of the later report and defeated their oppositions, taking over their lands.

Oftentimes, we are blinded to life transforming opportunities when we lay too much emphasis on our limitations along our entrepreneurial journey.

This is a major reason why some quit along their entrepreneurial journey, succumbing to fear, doubts and worry when faced with seemingly difficult circumstances, which can be overcome by simple and careful analysis of the

circumstances to identify the silver linings that can lead to desired breakthroughs in businesses.

Always imbibe the culture of learning to stay long enough, persevere long enough, search for solutions long enough and that 'long enough', that extra patience is what will bring you into your winning realm as an entrepreneur.

A quote of significant interest to me goes like this, 'and those who were seen dancing were thought to be mad by those who could not hear the music'.

Your positive entrepreneurial mindset is like your secret music that keeps playing for you to dance and continue to make efforts in your entrepreneurial journey even in the face of unimaginable uncertainties.

Always remember that people, watching from a distance, and who do not hear the music of your positive entrepreneurial mindset, will think you to be 'mad' or 'out-of-place' but your music will keep playing you into your realm of desired success

and great achievements to the amazement of people watching
from a distance.

Chapter 8

THE ENTREPRENEUR AS AN ADVENTURER

A very recent commercial of the Mercedes Benz Company caught my attention. This commercial read like this, ‘JACK OF ALL TRADE, MASTER OF ALL’.

This was very interesting to me as I tried to relate it to the life of an entrepreneur and his unending quest to achieve greatness in all his endeavors and I found a match.

The entrepreneur who is a true adventurer is always seeking out new opportunities and information and is always keen to try them out.

Just like the Mercedes Benz brand that is a master in all kinds of automobiles, successful entrepreneurs like Brian Tracy and Jack Canfield have proven themselves as adventurers to

succeed and become masters in the different fields of their entrepreneurial endeavors.

This is to let you know that the entrepreneur need not be limited in a particular field.

The simple reason for this is that the entrepreneur as an adventurer is never a monument but a movement. You never know how much that is deposited in you until you make a conscious effort to break into new grounds, extending your boundaries to face new challenges and embracing new opportunities with open arms.

Andre Gide said, “You will never discover new lands until you are ready to lose sight of the shores”.

Have you ever wondered what the world will look like without space travels or satellite launches, voyages by the ancient westerners into Africa and Asia to discover new lands to spread civilization?

One of my favorite quotes, ‘the magic happens outside your comfort zone’, best explains this truth.

When you are in a particular area or field or economy, you never know your potential to survive, make a positive impact, unleash your dormant creativities and initiatives until you venture into new and unknown grounds and that is where the ‘magic’ happens and then you find yourself saying in total amazement, ‘I never knew I could do that’, or ‘did I just do that?’

Therefore in the face of the ever growing competitive landscape and declining resources, you need as an entrepreneur to keep pushing your entrepreneurial boundaries, unleashing your creativities in order to help you keep generating new resources to make you remain relevant at all times.

As much as possible, learn to eliminate in all totality the feeling of ‘I have arrived’ mentality. This is the feeling that all things have been done and nothing more can be done and no one can overtake me.

This is the point the next person you may consider ‘insignificant’ will unseat you in a matter of seconds and you may end up doing ‘catch-up’ for the rest of your entrepreneurial journey.

Never think nothing more can be done. It is important to always remind yourself that this is not your best and to continue digging deep with a conscious effort to unleash new creativities to help you stay ahead and conquer new grounds.

Chapter 9

BUILDING STRONG ALLIES AND A WELL OF MOTIVATION

Just like nations with their sufficient internal resources still seek allies from other nations to function effectively and efficiently, so should you as an entrepreneur, seek out the right

allies to support your entrepreneurial journey in order to function effectively and efficiently.

Your entrepreneurial dreams and visions will determine the right kind of allies you must seek and the right kind of motivation you require to succeed in your chosen field.

Strategic alliances and partnerships are very important in the life of every entrepreneur because there is mutual benefits and in situations where the alliances involves more than two parties, you have the privilege of tapping a wealth of wisdom, strengths and insights from varying fields and expertise to help you perform effectively and efficiently.

This is the fellowship that helps protect your entrepreneurial quest and its importance cannot be overemphasized.

The United States of America, I strongly believe may not be able to pride and parade itself as the world's war power if not for its strategic alliances with other powerful nations of the world. If it were to stand alone, the opposite may likely be the case.

The same could be said of China, which prides itself as the world's economic power. These nations understand the importance of strategic alliances and partnerships to help them perform at their best and achieve their prime goals.

Remove strategic business partnerships, strategic supply chain partnerships, strategic distribution partnerships and alliances from some companies and businesses and you find out that a lot of businesses that pride themselves as number one will be nowhere existing.

I encourage entrepreneurs everywhere to nurture the right strategic partnerships, relationships, alliances and fellowships that help bring out the best in them as entrepreneurs and help them in their entrepreneurial journey to achieve their goals.

It is worthy to note that the right alliances will never turn their backs on you in difficult times in your entrepreneurial journey but will make your concern their concern and will give their best to help you stand again even if you had fallen.

While on your entrepreneurial journey, you will be tasty of motivation when faced with the scorching heat of challenges and negative circumstances. You therefore, need a reservoir of motivational words to reaffirm courage and success and to eliminate fear from your system.

One of my favorite quotes by Zig Ziegler best explains this thought. He said, “People say that motivation does not last, well neither does bathing and that is why it is recommended daily”.

This comes true in the life of the entrepreneur and his daily challenges.

The entrepreneur needs a daily dose of motivational words to keep him steadied on his dreams and visions without which he begins to consider easy compromise just to get by when faced with the scorching heat of entrepreneurial challenges.

A list of motivational thoughts from successful and established entrepreneurs who have towed this terrain and come out tops have been compiled in this book.

I encourage you to take one daily. Daily overdose of two or three extra is also encouraged.

Chapter 10

SEEK TO ADD VALUE

THROUGH YOUR BUSINESS

As an entrepreneur, uppermost on your mind should and must be the welfare of your customers.

It is important to note even before you commence your entrepreneurial journey that the customer is king and everything you do in your business must be to please him.

The understanding and acceptance of this fact is what can take your business from a one dollar business to a one million dollar business simply because the king favors and places on high positions him who diligently serves him.

Your customers' welfare comes first before the welfare of your pocket, your purse or your bank account.

This truth in simple terms means that when you make it a priority to serve value, you put yourself and your business in a

position where value is added to you through the people you serve.

While we might argue that the expansion of your business depends on how much you invest in your marketing efforts, the truth is that it is not as nearly as when your customers are the ones doing the marketing for you, simply because you offered the value they seek.

The expansion, growth and sustenance of your business has everything to do with how much you invest in adding value to your customers than on how much you invest in your marketing communications and awareness efforts.

It is a pity to learn that the present business environment has failed in some ways to provide the well sought after value in their products, laying greater efforts and focus on quantity rather than on quality.

Well this is why the existence of such businesses can only be described effectively as a mirage.

To help you understand the concept of value addition, I always encourage entrepreneurs to focus on studying and understanding the needs of their target customers before commencing with product development and introduction.

There is a misguided principle, which entrepreneurs must be careful about and that is the concept of ‘get the product into the market, you will always get a demand for it’.

What happens in this case is that, yes you may make some sales due to the curiosity of customers to try the products, hence the initial frenzy of high sales at product introduction stage. What you observe after this stage is a sharp decline in sales and no repeat purchases because customers will say, ‘I didn’t need this product after all’.

Having made this clear, you should not be surprised when you find out that a product that sold like wild fire at introduction is nowhere to be found today.

A careful study of your target market needs and strategic product development to meet those needs is what will ensure

your sustenance in your entrepreneurial journey over the long haul.

Chapter 11

FOLLOW YOUR PASSION

Never sacrifice your passion and dreams just to put a smile on someone else's face; you will be doing yourself a world of displeasure.

These are my words to a friend who shared with me about her passion and dreams. I told her. "Follow your dreams and passion, it will clothe you and put food on your table".

These words are just a tip of the iceberg of what following your dreams and passions to realize them can do for you. It will take you to places you never imagined and open new doors of endless possibilities you never knew even existed.

I like to describe dreams and passions as new worlds given to every entrepreneur in the spirit realm and with a unique key to unlock them into reality through persistent and conscious efforts to create those new worlds.

It is never a mistake that you as an entrepreneur has been given a dream and passion because the new worlds you are expected to birth has been destined to sustain lives and birth yet new worlds.

Once you have this truth settled in your subconscious, it is therefore important to begin eliminating fear and start taking a confident approach towards birthing and realizing your dreams and passion for which you are pregnant.

If you had the luxury of time to sit to think that your dreams are too big to be realized, please do yourself some good by extending your luxury time to think about young Bill Gates whose dream was to put the computer device in every home in the world or the two brothers who were crazy enough to think

they could get heavy metals to fly on air thereby inventing the airplane, which you and I enjoy today.

The unlocking of these new worlds through the birthing of their great dreams has sustained new worlds and is creating rooms for yet new worlds of innovations to be birthed.

Your dreams and passion are never too big to be realized; you have all it takes!

Never undermine the ‘smooth talks’ that has the sole purpose of swaying you from your dreams and passion.

If you really think that the inventors of the computer device and the airplane, which you and I enjoy today were not ‘smooth talked’ into swaying from their dreams, then you are largely mistaken.

The simple difference between them and those who swayed as a result of ‘smooth and cheap talk’ is sheer self-assurance, belief and persistence in the direction of the realization of their dreams.

They also faced seemingly difficult challenges and negative circumstances but they chose to stay just a little bit longer on it. That ‘little bit longer’ is all that is needed. That extra patience is what has made a whole difference in our lives in the world today.

I encourage you to never give up on your entrepreneurial dreams and passion. Stay just a little bit longer and you will be glad you did!

Chapter 12

WHEN THERE IS NO MONEY

When my sister graduated from her university studies and was looking to find a job, I called her one day and asked her what she intends to do since it took rather too long to find a job. I asked her if she had considered doing a business. She said yes but because there is no money she cannot do any business.

I asked her if money was really the issue why she cannot do anything. She stopped and in an angry tone asked what I meant by that. I then asked her how much she really needed and what type of business she wants to do and if she had any business idea she was nursing. My question was followed by a long silence, which suggested that she truly did not have any business idea she was nursing and money was not really the problem.

I gave this story to bring home the fact that money is never really the problem in your breaking forth into your entrepreneurial journey.

A business idea is what proceeds all in your entrepreneurial journey and until a clear idea have been established as your focus, you will never really break forth into your entrepreneurial journey.

When there is no money, the first thing you must do is to look inwards. What do you have and what can you offer in the form of a service? What skills do you possess?

Never make the mistake of sitting down to bemoan your lack of money because you do not have the luxury of time for it.

You are literally a walking asset or better put, you are a walking bank, so learn to reach deep enough and draw from the pool of your inner and dormant resources to find money to meet the needs as demanded by your entrepreneurial journey.

I happen to be a fan of the Chelsea football club and the life of the present owner of the club, Roman Abramovic, who is one

of the world's wealthiest persons, really fascinates me. I dedicated time to study his early beginning and was made to understand through articles I read that he was as poor as the word sounds.

He also did not have any support from either family or friends when he started hawking products to find money to feed himself.

The most striking attribute of Roman Abramovic is that he did not let lack of money deter him from reaching his dreams or breaking forth into his entrepreneurial journey.

He understood the fact that he is a walking bank and learnt to reach deep enough to draw from the pool of his inner and dormant resources to find money he required to break forth into his entrepreneurial journey.

The result of this is who we now recognize as one of the world's wealthiest persons.

If you are opportuned to have money available to commence your entrepreneurial journey, congratulations to you but it is

important to first establish a very viable business idea to invest your resources into. On the other hand, if you do not have money available to commence your entrepreneurial journey, you have to accept the truth that you have all it takes to create it and make it come to you.

Chapter 13

SAVING FOR THE ENTREPRENEURIAL JOURNEY

I learnt the concept of saving in one of Brian Tracy's books entitled 'No Excuses'. In this book he taught about the 60/40 savings rule, where you discipline yourself enough to learn to save 60% of your income and learn to live on 40%.

I also understood the importance of learning to spend what is left after saving as against the notion of saving what is left after spending or the worst case of spending before you earn.

I strongly advise entrepreneurs to adopt this principle especially when you are planning to commence your entrepreneurial journey with limited available cash.

The 60/40 principle or the 70/30 principle is a very powerful savings rule that can help you save enough money to jump start your entrepreneurial journey.

Denying yourself certain pleasures by saving the extra cash meant for pleasure is really worth it at the long run.

It is really sad to learn in the lives of many prospective entrepreneurs that their liabilities increase with any slightest increase in their incomes. From my own analysis, I strongly can conclude that to be a show of lack of discipline.

One of my teachers while I was growing up used to share these words with me and my team, 'PAY NOW AND PLAY

LATER OR PLAY NOW AND PAY LATER, THE CHOICE IS YOURS’.

Another of his favorite words were, ‘Sacrifice today’s pleasures for tomorrow’s gains or sacrifice tomorrow’s gains for today’s pleasure’.

This has all to do with how much of tomorrow’s best interest you have at heart. A conscious demonstration of self-discipline with regards to your finances is key to successfully commencing your entrepreneurial journey, sustaining it and winning on it.

It is important to note that there is no rule book that says your liabilities must increase at the slightest increase in your income levels.

Determine and decide well ahead of time before you commence your entrepreneurial journey to adopt the 60/40 or 70/30 savings principle as taught by Brian Tracy and learn to stick to it.

To help you achieve this, I advise you to open a separate savings bank account, where you deposit these savings until such a time when you have saved enough money to meet the demands of your entrepreneurial journey.

Chapter 14

BELIEVING BEYOND ALL REASONABLE DOUBTS

As there are very reasonable doubts that a thing will never happen so there will be very reasonable doubts why you will never break forth into your entrepreneurial journey or make a head way at it.

Your ability to believe beyond these reasonable doubts is what will set you on the path to eventually achieving your entrepreneurial dreams.

The list of these reasonable doubts can go endlessly and they may include:

1. You do not have enough education
2. You do not have enough money
3. You are too young

4. You are too old
5. You do not have hands and legs
6. You are blind
7. You were an ex-convict
8. You do not have any support from anybody
9. The economic situation of your country does not support entrepreneurs.
10. You are dumb.

No matter the category of these reasonable doubts that are holding you back, I have an interesting news for you that there are people who have found themselves in one or more of the listed reasonable doubts but are one of the names to be reckoned with in the world today for their outstanding achievements in their lives and in business.

The most striking of them is my hero Pastor Nick Vujicic. I cried the first time I saw him on television but the fascinating news about him is that he does not need my sympathy or pity. Without hands or legs, this sensational guy has achieved a lot

with himself and is very happy with life. He has learnt to believe beyond the reasonable doubts of his disabilities and he is one of the names to be reckoned with in the world today.

Other names I encourage you to study about include; CobhamsAsuquo, Stevie Wonder, Akon, Roman Abramovic, Brian Tracy, Oprah Winfrey and so many other notable people.

The truth is that your disabilities, weaknesses do not define who you are or who you want to become.

You do the definition with your mind!

The rich get richer, the poor get poorer it's all about their mindsets!

I want you to understand this revelation that you do not lose anything by believing you are a success and by making conscious efforts to see it become reality, rather you stand the chance to gain everything.

The world's wealthiest persons did not have it all rosy when they started their entrepreneurial journey. At some point in

their lives and entrepreneurial journey, they had to face varying limiting circumstances. If they had let those limiting circumstances or situations come in between them and their entrepreneurial dreams, I bet you they will never be anywhere near to where they are today.

Learn to believe so much and long enough in the realization of your entrepreneurial dreams until it has no other option than to show up and manifest itself!

Chapter 15

MOTIVATIONAL QUOTES AND THOUGHTS

As an entrepreneur you need a daily dose of motivational words to help nurture your can-do attitude and keep you steadied on your entrepreneurial journey in the face of daily entrepreneurial challenges and setbacks.

Zig Ziegler said, “People say motivation does not last, well neither does bathing and that is why it is recommended daily”.

This thought by Zig Ziegler confirms the importance of daily intake of motivational words in the life of the entrepreneur.

I have compiled a list of motivational quotes and thoughts from successful and well-established entrepreneurs who have achieved greatness in their entrepreneurial endeavors. These thoughts and quotes are proven to help you from giving up on

your entrepreneurial journey and to keep you on the path to achieve greatness.

I encourage you to take at least a dose of these thoughts daily and do your entrepreneurial journey a world of good.

Motivational Quotes and Thoughts

1. “Your reputation is more important than your paycheck, and your integrity is worth more than your career.”

— Ryan Freitas, About.me co-founder

2. “Every time we launch a feature, people yell at us.”

—Angelo Sotira, deviantART co-founder

3. “Be undeniably good. No marketing effort or social media buzzword can be a substitute for that.” —Anthony

Volodkin, Hype Machine founder

4. “Money is like gasoline during a road trip. You don’t want to run out of gas on your trip, but you’re not doing a tour of gas stations.” —Tim O’Reilly, O’Reilly Media

founder and CEO

5. “If you can’t feed a team with two pizzas, it’s too large.” —Jeff Bezos, Amazon founder and CEO
6. “Don’t worry about people stealing your design work. Worry about the day they stop.” —Jeffrey Zeldman, A List Apart Publisher
7. “Chase the vision, not the money, the money will end up following you.” —Tony Hsieh, Zappos CEO
8. “The value of an idea lies in the using of it.” —Thomas Edison, General Electric Co-founder
9. “Make every detail perfect and limit the number of details to perfect.” —Jack Dorsey, Twitter co-founder
10. “Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.” —Steve Jobs, Apple Inc. co-founder, chairman and CEO

11. “The most dangerous poison is the feeling of achievement. The antidote is to every evening think what can be done better tomorrow.” —Ingvar Kamrad, IKEA founder
12. “Always look for the fool in the deal. If you don’t find one, it’s you.” —Mark Cuban, AXS TV chairman and entrepreneur
13. “It’s not about ideas. It’s about making ideas happen.” —Scott Belsky, Behance co-founder
14. “There’s nothing wrong with staying small. You can do big things with a small team.” —Jason Fried, 37signals founder
15. “Don’t worry about failure; you only have to be right once.” —Drew Houston, Dropbox founder and CEO
16. “Get five or six of your smartest friends in a room and ask them to rate your idea.” —Mark Pincus, Zynga CEO
17. “If there’s something you want to build, but the tech isn’t there yet, just find the closest possible way to make it happen.” —Dennis Crowley, Foursquare co-founder

18. “Fail often so you can succeed sooner.” —Tom Kelley, Ideo partner

19. “Nothing works better than just improving your product.” —Joel Spolsky, Stack Overflow co-founder

20. “It’s not that we need new ideas, but we need to stop having old ideas.” —Edwin Land, Polaroid co-founder

21. “We are currently not planning on conquering the world.” —Sergey Brin, Google co-founder

22. “Get big quietly, so you don’t tip off potential competitors.” —Chris Dixon, Andreessen Horowitz investor

23. “Don’t try to be original, just try to be good.” —Paul Rand, Graphic Designer “It’s hard to do a really good job on anything you don’t think about in the shower.” —Paul Graham, YCombinator co-founder

24. “If you’re interested in the living heart of what you do, focus on building things rather than talking about them.” —Ryan Freitas, About.me co-founder

25. “Entrepreneur is someone who has a vision for something and a want to create.” —David Karp, Tumblr founder and CEO

26. “Best startups generally come from somebody needing to scratch an itch.” —Michael Arrington, TechCrunch founder and co-editor

27. “I don’t think an economic slump will hurt good ideas.” —Rob Kalin, Etsy founder

28. “The last 10% it takes to launch something takes as much energy as the first 90%.” —Rob Kalin, Etsy founder

29. “Don’t play games that you don’t understand, even if you see lots of other people making money from them.” —Tony Hsieh, Zappos CEO

30. “Ideas are easy. Implementation is hard.” —Guy Kawasaki, Alltop co-founder and entrepreneur

31. “Every day that we spent not improving our products was a wasted day.” —Joel Spolsky, Stack Overflow co-founder

32. “I doubt I’ll ever go back to corporate work. Once you see the light, there is no turning back.” —Magnus Jepson, WooThemes co-founder

33. “Stay self-funded as long as possible.” —Garrett Camp, founder of Expa, Uber and StumbleUpon

34. “Timing, perseverance, and ten years of trying will eventually make you look like an overnight success.” —Biz Stone, Twitter co-founder

35. “The only thing worse than starting something and failing... is not starting something.” —Seth Godin, Squidoo founder, author and blogger

36. “When I’m old and dying, I plan to look back on my life and say ‘wow, that was an adventure,’ not ‘wow, I sure felt safe.’ ” —Tom Preston-Werner, Github co-founder

37. “Turn a perceived risk into an asset.” —Aaron Patzer, Mint founder

38. “Anything that is measured and watched, improves.”
—Bob Parsons, GoDaddy founder

39. “Fortunes are built during the down market and collected in the up market.” —Jason Calacanis, LAUNCH Ticker founder

40. “No more romanticizing about how cool it is to be an entrepreneur. It’s a struggle to save your company’s life – and your own skin – every day of the week.” —Spencer Fry, CarbonMade co-founder

41. “The secret to successful hiring is this: look for the people who want to change the world.” —Marc Benioff, Salesforce CEO

42. “I try not to make any decisions that I’m not excited about.” —Jake Nickell, Threadless founder and CEO

43. “See things in the present, even if they are in the future.” —Larry Ellison, Oracle co-founder

44. “If you’re going to put your product in beta – put your business model in beta with it.” —Joe Kraus, Google Ventures partner

45. “You can’t make anything viral, but you can make something good.” —Peter Shankman, HARO founder
46. “It’s more effective to do something valuable than to hope a logo or name will say it for you.” —Jason Cohen, Smart Bear Software founder
47. “Don’t worry about funding if you don’t need it. Today it’s cheaper to start a business than ever.” —Noah Everett, Twitpic founder
48. “Ideas are commodity. Execution of them is not.” —Michael Dell, Dell chairman and CEO
49. “Data beats emotions.” —Sean Rad, Adly and Tinder founder
50. “I knew that if I failed I wouldn’t regret that, but I knew the one thing I might regret is not trying.” —Jeff Bezos, Amazon founder and CEO
51. “You don’t need to have a 100-person company to develop that idea.” —Larry Page, Google co-founder

52. “A ‘startup’ is a company that is confused about – 1. What its product is. 2. Who its customers are. 3. How to make money.”—Dave McClure, 500Startups co-founder

53. “If you are not embarrassed by the first version of your product, you’ve launched too late.” —Reid Hoffman, LinkedIn co-founder

54. “All humans are entrepreneurs not because they should start companies but because the will to create is encoded in human DNA.” —Reid Hoffman, LinkedIn co-founder

55. “Before dreaming about the future or marking plans, you need to articulate what you already have going for you – as entrepreneurs do.” —Reid Hoffman, LinkedIn co-founder

56. “No matter how brilliant your mind or strategy, if you’re playing a solo game, you’ll always lose out to a team.” —Reid Hoffman, LinkedIn co-founder

57. “The fastest way to change yourself is to hang out with people who are already the way you want to be.” —Reid Hoffman, LinkedIn co-founder

58. “I don’t look to jump over 7-foot bars — I look for 1-foot bars that I can step over.” —Warren Buffett, Berkshire Hathaway chairman and CEO

59. “In the end, a vision without the ability to execute it is probably a hallucination.” —Steve Case, AOL co-founder

60. “Don’t be cocky. Don’t be flashy. There’s always someone better than you.” —Tony Hsieh, Zappos CEO

61. “Embrace what you don’t know, especially in the beginning, because what you don’t know can become your greatest asset. It ensures that you will absolutely be doing things different from everybody else.” —Sara Blakely, SPANX founder

62. “What do you need to start a business? Three simple things: know your product better than anyone. Know your

customer, and have a burning desire to succeed.” —Dave Thomas, Founder, Wendy’s

63. “As long as you’re going to be thinking anyway, think big.” —Donald Trump, The Trump Organization president

64. “Whether you think you can, or think you can’t – you’re right.” —Henry Ford, Ford Motor Company founder

65. “Behold the turtle, he makes progress only when he sticks his neck out.” —Bruce Levin

66. “Fearlessness is like a muscle. I know from my own life that the more I exercise it the more natural it becomes to not let my fears run me.” —Arianna Huffington, The Huffington Post Media Group president and EIC

67. “Risk more than others think is safe. Dream more than others think is practical.” —Howard Schultz, Starbucks CEO
“Diligence is the mother of good luck.” —Benjamin Franklin

68. “You shouldn’t focus on why you can’t do something, which is what most people do. You should focus on why perhaps you can, and be one of the exceptions.” — Steve Case, AOL co-founder

69. “The way to get started is to quit talking and begin doing.” —Walt Disney, Disney founder

70. “A person who is quietly confident makes the best leader.” —Fred Wilson, Union Square Ventures co-founder

71. “We are really competing against ourselves, we have no control over how other people perform.” —Pete Cashmore, Mashable founder and CEO

72. “I like to pride myself on thinking pretty long term, but not that long term.” —Mark Zuckerberg, Facebook founder

73. “Always deliver more than expected.” —Larry Page, Google co-founder

74. “Don’t limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind

lets you. What you believe, remember, you can achieve.” —

Mary Kay Ash, Mary Kay Cosmetics founder

75. “You don’t learn to walk by following rules. You learn by doing and falling over.” —Richard Branson, Virgin

Group founder

76. “I never took a day off in my twenties. Not one.” —

Bill Gates, Microsoft co-founder

77. “Even if you don’t have the perfect idea to begin with, you can likely adapt.” —Victoria Ransom, Wildfire

Interactive co-founder

78. “High expectations are the key to everything.” —

Sam Walton, Walmart founder

79. “Don’t take too much advice. Most people who have a lot of advice to give — with a few exceptions — generalize whatever they did. Don’t over-analyze everything. I myself have been guilty of over-thinking problems. Just build things and find out if they work.” —Ben Silbermann, Pinterest

founder

80. “You just have to pay attention to what people need and what has not been done.” —Russell Simmons, Def Jam founder

81. “You jump off a cliff and you assemble an airplane on the way down.” —Reid Hoffman, LinkedIn co-founder

82. “Don’t be afraid to assert yourself, have confidence in your abilities and don’t let the bastards get you down.” —Michael Bloomberg, Bloomberg L.P. founder

83. “Every time you state what you want or believe, you’re the first to hear it. It’s a message to both you and others about what you think is possible. Don’t put a ceiling on yourself” —Oprah Winfrey, Harpo Productions, OWN founder

84. “I made a resolve then that I was going to amount to something if I could. And no hours, nor amount of labor, nor amount of money would deter me from giving the best that there was in me. And I have done that ever since, and I win by it. I know.” —Harland Sanders, KFC founder

85. “So often people are working hard at the wrong thing. Working on the right thing is probably more important than working hard.” —Caterina Fake, Flickr co-founder

86. “Trust your instincts.” —Estee Lauder, Estee Lauder founder

87. “There’s lots of bad reasons to start a company. But there’s only one good, legitimate reason, and I think you know what it is: it’s to change the world.” —Phil Libin, Evernote CEO

88. “If you’re not a risk taker, you should get the hell out of business.” —Ray Kroc, McDonald’s founder

89. “Theory is splendid but until put into practice, it is valueless.” —James Cash Penney, J.C. Penney founder

90. “Sustaining a successful business is a hell of a lot of work, and staying hungry is half the battle.” —Wendy Tan White, MoonFruit co-founder and CEO

91. “Your most unhappy customers are your greatest source of learning.” —Bill Gates, Microsoft co-founder

92. “If you define yourself by how you differ from the competition, you’re probably in trouble.” —Omar Hamoui, AdMob co-founder

93. “Design is not just what it looks like and feels like. Design is how it works.” —Steve Jobs, Apple Inc. co-founder, chairman and CEO

94. “If you just work on stuff that you like and you’re passionate about, you don’t have to have a master plan with how things will play out.” —Mark Zuckerberg, Facebook founder

95. “Wonder what your customer really wants? Ask. Don’t tell.” —Lisa Stone, BlogHer co-founder and CEO

96. “If you’re passionate about something and you work hard, then I think you will be successful.”—Pierre Omidyar, Ebay founder and chairman

97. “Get a mentor in the applicable field if you’re at all unsure of what you’re looking for.” —Kyle Bragger, Forrst founder

98. “When you find an idea that you just can’t stop thinking about, that’s probably a good one to pursue.” —Josh James, Omniture CEO and co-founder

99. “An invention that is quickly accepted will turn out to be a rather trivial alteration of something that has already existed.” —Edwin Land, Polaroid co-founder

100. “I’ve missed more than 9,000 shots in my career. I’ve lost almost 300 games. 26 times I’ve been trusted to take the game winning shot and missed. I’ve failed over and over and over again in my life and that is why I succeed.” —**Michael Jordan, NBA Legendary Basketball MVP**

101. “Chase the vision, not the money; the money will end up following you.” —**Tony Hsieh, Zappos CEO**

102. “The critical ingredient is getting off your butt and doing something. It’s as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true

entrepreneur is a doer, not a dreamer.” –**Nolan Bushnell, Entrepreneur**

103. “Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.” –**Steve Jobs, Co-Founder, Chairman and CEO, Apple**

104. “It’s almost always harder to raise capital than you thought it would be, and it always takes longer. So plan for that.” –**Richard Harroch, Venture Capitalist and Author**

105. “Don’t worry about failure; you only have to be right once.” –**Drew Houston, Dropbox Co-Founder and CEO**

106. “Ideas are easy. Implementation is hard.” –**Guy Kawasaki, Alltop Co-Founder and Entrepreneur**

107. “Ideas are easy. Implementation is hard.” –**Guy Kawasaki, Alltop Co-Founder and Entrepreneur**

108. “Any time is a good time to start a company.” –**Ron Conway, Noted Startup Investor, SV Angel**

109. “The secret to successful hiring is this: look for the people who want to change the world.” –**Marc Benioff, Salesforce CEO**

110. “I skate to where the puck is going to be, not where it has been.” –**Wayne Gretzy, Hockey Star**

111. “If you’re going through hell, keep going.” –**Winston Churchill, British Prime Minister**

112. “Ideas are commodity. Execution of them is not.” –**Michael Dell, Dell Chairman and CEO**

113. “I knew that if I failed I wouldn’t regret that, but I knew the one thing I might regret is not trying.” –**Jeff Bezos, Amazon Founder and CEO**

114. “If you are not embarrassed by the first version of your product, you’ve launched too late.” –**Reid Hoffman, LinkedIn Co-Founder and Venture Capitalist**

115. “The way to get started is to quit talking and start doing.” –**Walt Disney, Co-Founder, Disney**

116. “Projections are just bullshit. They’re just guesses.” –**Jason Fried, Founder, 37Signals**

117. “User experience is everything. It always has been, but it’s undervalued and underinvested in. If you don’t know user-centered design, study it. Hire people who know it. Obsess over it. Live and breathe it. Get your whole company on board.” –**Evan Williams, Co-Founder, Twitter**

118. “Life is not always a matter of holding good cards, but sometimes playing a poor hand well.” –**Jack London, Author**

119. “Remember to celebrate milestones as you prepare for the road ahead.” –**Nelson Mandela, South African Leader**

120. “A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.” –**Winston Churchill, British Prime Minister**

121. “Don’t be cocky. Don’t be flashy. There’s always someone better than you.” –**Tony Hsieh, Zappos CEO**

122. “What do you need to start a business? Three simple things: know your product better than anyone, know your customer, and have a burning desire to succeed.” –**Dave Thomas, Founder, Wendy’s**

123. “As long as you’re going to be thinking anyway, think big.” –**Donald Trump, The Trump Organization President**

124. “Whether you think you can, or think you can’t — you’re right.” –**Henry Ford, Ford Motor Company Founder**

125. “Act enthusiastic and you will be enthusiastic.” –**Dale Carnegie, Author and Motivational Speaker**

126. “You shouldn’t focus on why you can’t do something, which is what most people do. You should focus on why perhaps you can, and be one of the exceptions.” –**Steve Case, AOL Co-Founder and CEO**

127. “Always deliver more than expected.” –**Larry Page, Co-Founder, Google**

128. “Don’t limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve.” –

Mary Kay Ash, Mary Kay Cosmetics Founder

129. “You don’t learn to walk by following rules. You learn by doing and falling over.” –**Richard Branson, Virgin**

Group Founder

130. “Even if you don’t have the perfect idea to begin with, you can likely adapt.” –**Victoria Ransom, Wildfire**

Interactive Co-Founder

131. “High expectations are the key to everything.” –**Sam Walton, Walmart Founder**

132. “Don’t be afraid to assert yourself, have confidence in your abilities, and don’t let the bastards get you down.” –

Michael Bloomberg, Former Mayor of New York and Founder of Bloomberg L.P.

133. “It’s hard to beat a person who never gives up.” –

Babe Ruth, Baseball Legend

134. “Trust your instincts.” –**Estée Lauder, Founder, Estée Lauder**

135. “Make your team feel respected, empowered and genuinely excited about the company’s mission.” –**Tim Westergen, Pandora Founder**

136. “If you’re not a risk taker, you should get the hell out of business.” –**Ray Kroc, McDonald’s Founder**

137. “The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into smaller manageable tasks, and then

138. “Your most unhappy customers are your greatest source of learning.” –**Bill Gates, Microsoft Founder and former CEO**

139. “Always treat your employees exactly as you want them to treat your best customers.” –**Stephen R. Covey, Author**

140. “If you just work on stuff that you like and you’re passionate about, you don’t have to have a master plan with

how things will play out.” –**Mark Zuckerberg, Facebook Founder and CEO**

141. “In between goals is a thing called life, that has to be lived and enjoyed.” –**Sid Caesar, Entertainer**

142. “Wonder what your customer really wants? Ask. Don’t tell.” –**Lisa Stone, BlogHer Co-Founder and CEO**

143. “If you’re passionate about something and you work hard, then I think you will be successful.” –**Pierre Omidyar, eBay Founder and Chairman**

144. “When you find an idea that you just can’t stop thinking about, that’s probably a good one to pursue.” –**Josh James, Omniture CEO and Co-Founder**

145. “Waiting for perfect is never as smart as making progress.” –**Seth Godin, Author**

146. “Every worthwhile accomplishment, big or little, has its stages of drudgery and triumph: a beginning, a struggle and a victory.” –**Mahatma Gandhi, Political and Spiritual**

Leader

147. “One can get anything if he is willing to help enough others get what they want.” –**Zig Ziglar, Motivational Speaker and Author**

148. “If everything seems under control, you’re just not going fast enough.” –**Mario Andretti, Legendary Race Car Driver**

149. “I’m convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.” –**Steve Jobs, Co-Founder and CEO, Apple**

150. “Never, never, never give up.” –**Winston Churchill, British Prime Minister**

EPILOGUE

YOU HAVE FINISHED THIS BOOK. What have you read?

Simply outlined truths, traits and suggested techniques to aid you in your entrepreneurial journey to achieve great and lasting success.

But reading is not enough, it is important to set into persistent practice the truths, traits and techniques outlined in this book.

Keep at it until desired entrepreneurial success is achieved and keep practicing because it is never a onetime event.

I wrote this book out of a sincere desire to help aspiring, young and experienced entrepreneurs.

It will give me great happiness to know that this book has been of great help to you in your entrepreneurial journey.

Keep practicing, Keep believing, Keep pushing your entrepreneurial boundaries, Keep Succeeding!

About the Author



Chibuiké Wogu helps entrepreneurs. He is a graduate student of International Business Management from Poznan University College of Business, Poland

He has counseled aspiring and young entrepreneurs, teaching on motivation in entrepreneurship. He is the Managing Director of Carl Commodities Nigeria Limited.