

SO YOU WANT TO BE AN EMPLOYER RATHER THAN AN EMPLOYEE?

During the past ten years there have been incredible numbers of individuals leaving the work force to take their chance as self-employed business people. During that period of time bankruptcies have also increased by that same percentage. To avoid being one of the latter, perhaps the points below will be of assistance for those thinking of taking the plunge:

1. As an employee make it a habit of showing up for work slightly early and leaving slightly late. This will make a habit of your not being a clock watcher, a noble trait to succeed in business.
2. Attempt to work slightly beyond your capacity at all times. This will teach you time management, which will be most helpful when you are generating your own business.
3. Go the extra mile in service because the road is very bare.
4. There are four types of people in this world: a. those who lead the parade, b. those who follow in the parade, c. those who are standing on the sidelines watching the parade, and d. those who don't even know there is a parade. You have that choice in your life time as to what type of individual you wish to be.
5. If you enter your business with the major thrust as making money you will be doomed to failure. It is only when your primary purpose is to serve your clients that your business will achieve long term success. In the earlier stages of your business you will basically be unemployed every morning as you are driving to the office. Since the risk is great, the reward will also be great as long as you keep your eyes on the task at hand.
6. In many cases individuals have turned a hobby into self-employment. For example there are a number of individuals who support their family by going to garage sales to buy inventory to sell at their own garage sales.
7. Develop each customer as a long term arrangement rather than a quick "deal". Read the literature available from the masters in business, example Jim Pattison, Donald Trump (The Art of the Deal), Lee Iacocca (his autobiography), Napoleon Hill (Think and Grow Rich), The Bible (especially the book of Proverbs) etc., etc.
8. Show your staff their bounds and make them accountable for all their decisions.
9. As your business grows do not be afraid to delegate. If you choose not to delegate you will never reach a stage of excellence in your business.

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10. Do not be afraid to take your vacation each year. If you have planned your activities during the course of the year, your business can survive without you for 2 to 4 weeks.
11. Develop a habit of truth, reliability, faithfulness, perseverance, energy, joy, and doing better than average in all respects.
12. Communicate with your clients and customers on a regular basis through the use of newsletters.
13. Treat your staff and customers with an air of love and not of power and arrogance. You only reap the crop of the seeds that you sow.
14. Organize proper time for your accounting functions. More new business fail due to lack of financial accounting than for any other reason.
15. Make yourself accountable also. Weak businesses generally have weak leaders.
16. Most people who go into business for themselves do not achieve true success until they are in their 40's.
17. Develop a pattern of giving top quality products and top quality service.
18. Practice an air of humility no matter how successful you or your business becomes. Remember, pride cometh before the fall!
19. Develop a code of strict honesty. Since it is such a rare trait in business or our personal lives, your potential customers will beat a path to your door. If you always tell the truth you never have to remember what you said. Everytime you speak it will always come out sounding the same.
20. Don't be afraid to borrow money. If your venture has promise and you have integrity the capital will be easily obtained to launch you business.