



# **20 SECRETS OF SUCCESSFUL ENTREPRENEURS**

# *Tip #1*

## **You have to have passion**

You have to be passionate about what you are trying to accomplish and be willing to sacrifice everything to make your vision a reality.

## *Tip #2*

**You must stay focused on the mission**

Focusing intensely on an opportunity where others see nothing will help you eliminate wasted effort and distractions.

## *Tip* #3

**There is no easy way to achieve success**

Success only comes from hard work, and you must give 100 percent of your effort to everything you do.

# *Tip #4*

## **Celebrate the milestones**

The road to success is long, so it is essential to focus on the journey and celebrate the milestones along the way, so you don't lose track of your goals.

## *Tip #5*

### **Trust your gut more than a spreadsheet**

Spreadsheets provide you with results that are based on your inaccurate assumptions and give you a false sense of security.

## *Tip #6*

**You have to be flexible, but remain persistent**

You need to be able to continually learn and adapt when you are provided with new information. However, at the same time, you have to remain persistent to your company's mission.

# *Tip #7*

## **Rely on your team**

You can't be good at everything, so you need to find the smartest people you can who can complement your strength and help you with your weaknesses.



## *Tip #8*

### **Take action and execute your plan**

Success doesn't always come from a breakthrough innovation, but rather from flawless execution. You have to stop hypothesizing about your plan and take action.

## *Tip #9*

### **Embrace honesty and integrity**

These two qualities need to be at the core of everything you do, no matter what.

## *Tip #10*

### **Extensively research the market**

The most significant reason that most startups fail is that they are a poor fit in their markets. You have to identify the value you can provide for your customers and how you can reach them quickly and effectively.

## *Tip #11*

### **Focus on the 20 percent**

In both your personal life and business, you should always focus 20 percent of your efforts to achieve 80 percent of all your results.

## *Tip #12*

### **Always provide amazing service**

Too many companies fail to reach their potential because they are too focused on sales and not enough on providing a phenomenal customer-service experience.

## *Tip #13*

**Do not let fear hold you back**

Running a business requires taking risks. You won't get very far in business if you allow your concerns to stop you from taking action.

## *Tip #14*

### **Take time off to recharge**

Breaks are necessary to avoid burn out. Taking time off can help you facilitate innovation and hard work when needed.

## *Tip #15*

### **Always be learning**

You have to understand that you don't know everything. To be successful, you have to be continually expanding your knowledge base.



# *Tip #16*

## **Read a lot**

Reading a lot, helps you learn from the mistakes and successes of others.

## *Tip #17*

### **Focus on your employees**

You will never have happy customers if you have unhappy employees. Always treat them well, and with respect.

## *Tip #18*

### **Always be prepared for change**

Business can be extremely unpredictable and can throw a serious wrench into your plans unless you are ready to implement changes quickly.

## *Tip #19*

**Raise more money than you think you'll  
need**

Raise twice as much money as you think you'll  
need and plan on it taking twice as long as you  
expect.

# *Tip* #20

## **Give back to others**

There will be a lot of people who help you on the road to success. To pay back the debts, help others and do good with the resources you have available.