

CONTENTS

WHY YOU SHOULD BUY THIS BOOK	ix
PREFACE	xi
ACKNOWLEDGEMENTS	xv
DEDICATION	xvii
SO YOU WANT TO BE AN ENTREPRENEUR?	xix
• Introduction	xix
• Dreaming big dreams	xxi
• Your passion – what are you willing to do for the rest of your life?	xxvii
THE ENTREPRENEUR TEST – IS STARTING A BUSINESS RIGHT FOR YOU?	xxix
• Check your entrepreneurial quotient with our fun quiz	xxix
MENTOR SESSION 1 – INTRODUCTION TO ENTREPRENEURSHIP	1
• Introduction	2
• Top ten ways to answer the ultimate question – do I want to become an entrepreneur?	5
• What is an entrepreneur?	10
• Research into entrepreneurs	10
• The top ten traits of successful entrepreneurs	13
• Lessons	23

MENTOR SESSION 2 – ENTREPRENEURS UNCOVERED 31

- Top ten myths about entrepreneurs 32
- What makes people become an entrepreneur? 39
- Are you feeling like an entrepreneur yet? 41
- Lessons 43

MENTOR SESSION 3 – ENTREPRENEURIAL LIFESTYLE 47

- What's life like being an entrepreneur? 48
- Ten great things about being an entrepreneur 50
- The story of an entrepreneurial beginning 53
- Lessons 57

MENTOR SESSION 4 – DECONSTRUCTING YOU – PART 1 61

- Taking a personal inventory and assessing your current resources 62
- Audit your business history and abilities 64
- Management skills evaluation 69
- Personality evaluation 75
- Accomplishments 80
- Your health position 84
- What interests you in life? 86
- What about your family and network? 90
- Have you considered the ideal lifestyle for you? 92

MENTOR SESSION 5 – DECONSTRUCTING YOU – PART 2 97

- What's your personal motivation? 99
- A story about finding your personal mission 101
- Vision, Purpose and personal mission statement 103
- Identifying personal criteria that will fit your new business 109

• It's not all about the 'money' or being a 'millionaire'	110
• Make an 'I want' list	112
MENTOR SESSION 6 – IS IT REALLY FOR ME?	117
• Getting over the fear of starting out	118
• Anyone can become an entrepreneur at any life stage	119
• The young or 'student' entrepreneur	119
• Making the transition from the corporate world	125
• You can be an 'geriatpreneur' when you are over 55 too	129
• Top ten excuses for not becoming an entrepreneur	131
• Finding the courage to go for it	140
• Lessons	141
• Take the 'rocking chair' test before you give up on your dream	141
MENTOR SESSION 7 – MAKE SURE YOU TAKE YOUR LOVED ONES WITH YOU	145
• Achieving a life of balance	146
• Getting the balance right at home	147
• Your friends and family	149
• Your circle of influence	150
MENTOR SESSION 8 – ARE YOU READY TO BE AN ENTREPRENEUR?	153
• So what are your answers to the ultimate question – do you want to be entrepreneur?	155
• Top ten ways to answer the ultimate question – do I want to become an entrepreneur?	156
• Next steps . . .	162
EPILOGUE	163
ANSWER KEY	165
INDEX	171

