



Realizing Profitable Potential through Change

The Myth of Entrepreneurship

Small businesses are the life of our communities. So where is the support for our small businesses? Where is the training on the how-to's of running our own business? Just as parenting is not a "course" we can take...neither is entrepreneurship. While educational systems are starting to see the need for entrepreneurial studies, it is still in the infancy stages. Even when we take an "entrepreneurial" class, it does not fully introduce us to the realistic environment of running our own business. You earn the title of Entrepreneur through on the job training...not reading a book.

What about all of those government agencies that have been established to provide small business assistance? How many of those employees have lived the entrepreneurial life? My biggest frustration and disappointment is that they install directors for these organizations that have no entrepreneurial experience and yet they are supposed to help us? Or what about the individuals who come from a background of money? Those are my favorite. When have they ever experienced firsthand the trials of not having enough money to pay suppliers, employees, rent or the myriad of other bills we sometimes face? They read a book and believe they can help us. Sorry...this is an experience only field. One does not understand what entrepreneurship is about until they have walked that path personally. It is like any other part of our life...education is important, but real world experience is the best teacher. What we need are other entrepreneurs to mentor us.

Those of us in the MidWest have limited access for assistance in running our small business. We have an idea of a product or service and if we are lucky, we have some experience in that industry. However, most of us don't have any previous entrepreneurial experience or a support system from other entrepreneurs. Our friends and families look at us like we are crazy because they don't understand entrepreneurship. In addition, only a small percentage of entrepreneurs have a college degree to help provide some business background. Even if we have a college degree, we still don't have a clear-cut idea of what it will be like running our own business. We don't realize until it is too late that we really aren't any good at marketing nor do we have a clue on the fundamentals of keeping our business books for loan applications or end of the year tax time. We just want to focus on our area of expertise, but we are consumed by all the other demands of the business. Most of the time we don't have any money to hire these services out or any way to pay for help as we grow our business...at least we think we don't. This is the single biggest mistake that we make.

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We think that we can be everything to our business. This is what is referred to as the E-myth. Michael Gerber in his book, ***The E-Myth Revisited***, highlights for us that we set our businesses up to fail because we are so consumed with believing that we are one with our business. We fail to look at the big picture and the growth of our business. We see it as a job. Yet, isn't that the very reason we went into business for ourselves? We didn't want to have a "job" or a boss! To truly be successful, we need to establish our business to run without us. © 2003 RPPC, Inc.

Now you ask what does that mean? I had always believed that having a business meant I was there to do the work. Gerber reviews that there are three people within each of us: The Entrepreneur, The Manager and The Technician. We must find a way to balance the three of these inner selves to ensure that we are truly successful. "The Entrepreneur dreams, The Manager frets, and The Technician ruminates" (Gerber, ***The E-Myth Revisited***, 27). I just thought I was a little crazy, but now I see that it is the inner battle that all small business owners go through. Most do not recognize it and are a sure failure, a few succeed in the fine balance and those of us in the middle are constantly caught in the ups and downs of this crazy roller coaster of small business ownership. That is until we stop and find the balance or give up and go get a "job". Which category do you fit in?

Are you asking yourself where you go from here? You've just taken a giant step in the right direction because now you know that there is something more...something better. The first step is to read all you can and become a reading and learning machine. Learning is a journey...not an end in itself. Continuously challenge yourself to learn something new every day...every hour...every minute. That is going to be the easy part. The difficult part is knowing how to disseminate all of that information and make it workable for your business.

The steps outlined in ***The E-Myth Revisited*** will assist you in taking those steps. The key to success is realizing you are not an expert in all areas and that you cannot do everything for your business. Surrounding yourself with key individuals who can compliment your expertise will take your business to the next level of success. One solution is to establish a power group where you can all learn this process together and provide support to each other. Stop drifting alone and share this journey with others who are in the same situation. Surround yourself with powerful entrepreneurs who want to take this journey with you.

Powerful is defined on the inside in their willingness to learn...not their bank account or age. Don't know where to start? Contact Pam and she can help you form your own power group. What are some of the areas you are struggling with in your business? RPPC, Inc. provides a partner in the journey of success and helps you in **Realizing Profitable Potential** through **Change**. RPPC, Inc. provides small business training and consulting in areas of Accounting, Human Resource and Management areas. Contact Pam for more information – pam@rppc.net, 816.304.4398, or visit the website at www.rppc.net.

Resource:

Michael Gerber, ***The E-Myth Revisited***, HarperCollins Publishers, New York, 2001

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