

The Four E's of Entrepreneurship:

What makes an entrepreneur? There is no perfect description or list of personal qualities that adequately describes entrepreneurs. However, having worked with hundreds of entrepreneurs over the years, here are some common characteristics entrepreneurs seem to possess:

1. Entrepreneurs have energy. Successful entrepreneurs seem to have boundless energy. When the rest of us get tired late in the day and just want to go home and relax, entrepreneurs are still in the office working.
2. Entrepreneurs are enlightened. What do I mean by enlightened? Entrepreneurs are modern day pioneers. They are the folks who constantly "push the envelope" to initiate new ways of doing business.
3. Entrepreneurs are experts. Entrepreneurs are usually experts at what they do. This is one reason they are so successful. Most entrepreneurs start businesses where they can use their talents and expertise.
4. Entrepreneurs are enthusiastic! Once they have latched onto a new product or idea, entrepreneurs are like a dog with a bone. They won't let go for anything. They become fanatics and try to convince everyone they know that their new product or idea is the best thing ever invented.

Entrepreneurs come in all sizes, shapes, sexes, ages, ethnic heritage, and socio-economic backgrounds. There is no test or accurate predictor that can predict who will be a successful entrepreneur. Fortunately for us, there are gifted people, who have energy, are enlightened, have expertise, and the enthusiasm to pursue their dreams.

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