

Build Your

BEST

BUSINESS



UNDERSTANDING & TAPPING INTO YOUR ENTREPRENEURIAL STYLE

PRESENTED BY:

ERIC V HOLTZCLAW



Build Your BEST BUSINESS



UNCOVERING YOUR ENTREPRENEURIAL STYLE

Not every entrepreneur or small business owner is the same. Understanding your natural entrepreneurial style allows you to build a company and structure that plays to your strengths. Use this knowledge to prepare for and build your best business.

	OPERATOR	IMPLEMENTER	VISIONARY
RISK PROFILE	LOW	MEDIUM	HIGH
# OF EMPLOYEES	+	+++++++	++
COST TO START	\$	\$\$	\$\$\$\$
BUSINESS TYPE	LIFESTYLE	GROWTH	EXIT
LIKELIHOOD OF SUCCESS	HIGH	MEDIUM	LOW
EARNING POTENTIAL	LIMITED	MEDIUM	HIGH
IMPACT	INDIVIDUALS	TEAMS	TRIBES



THE OPERATOR

You take pride in your work and are happiest following a prescribed process or system. You enjoy directly impacting a few individuals with what you do. You want to know your customers on an individual basis and your success is tied directly to your customer's success and satisfaction.

You don't consider yourself a risk taker - but you know you could make more money if you were out on your own.

You're not interested in a staff, maybe an assistant to help with workload.

You need to make a choice – a) turn what you have always done into a business, b) buy into a franchise or c) take a hobby and make money at it.

Find training and networking groups to support your path forward.

POTENTIAL BUSINESSES:

- Successful Franchises
- Consultant
- Virtual Assistant
- Insurance Agent
- Real Estate Agent
- Graphic Designer
- Accountant
- Marketing Expert
- Merchant Services

MONEY:

Very little needed to start, unless you choose a franchise model. Your current company could be your first customer.

PROS: Low Startup Costs
Existing Knowledge
Work/Life Balance
Low Risk

CONS: Sales & Marketing
Pricing
Limited Additional Income
Bandwidth