

the entrepreneur's creed

being an entrepreneur is about:

- //. **a burning desire** to succeed, with no corporate ladder to climb.
- //. **thinking and creativity** - true entrepreneurs practice and hone their thinking skills - it's the cornerstone of their creativity.
- //. **knowing intuitively** what makes people tick and respecting them.
- //. **leadership; drive**, motivation; ambition; inspiration and giving.
- //. **understanding business** and marketing on a deeper level than any textbook or teacher can take you.
- //. **taking calculated risks** that you can't calculate scientifically.
- //. **reading markets** without the use of a book or any hard data & setting trends by having the confidence to follow your convictions.
- //. **having the tenacity and the courage** to persist by laughing at rejection.
- //. **turning negatives into positives** to achieve economic prosperity for you, your family and others.
- //. **overcoming adversity** to do great things for you, for others and for the planet.
- //. **learning from your mistakes** and treating failure as a temporary state.
- //. **loving what you do** and having fun doing it.

you have God given talents
don't waste them
the world needs you!

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