

The Business Mindset Check List

If you can answer "Yes" to most of these questions, you have a business mindset. If not, you'll know the areas of your thinking you'll need to work on in the coming year.

1. Have you given yourself permission to care about making money?

The purpose of a business is to make money. If you don't care about making money with your business, it is not a business . . . it is a hobby.

2. Are you comfortable expressing your business ambition?

If you are ambivalent about your ambitions in business, you are more likely to be tentative, to second-guess yourself and to not take the bold action that is often necessary for business success.

3. Are you flexible enough to wear as many hats as are necessary to get the job done?

If you're a solo-preneur, you will have to wear many hats to get your business to greatest profitability. If you are not willing to do that, if you think some tasks are too "small" for you to do, things will be left undone and your business will eventually fail.

4. Are you willing to delegate those tasks you don't excel at – as well as some of those you do – to increase your business' success?

Once you have the ability to outsource, you need to hire others to do many of the tasks required to keep your business running. At some point, you need to be spending your time working on your business, and not in it, as well as focusing on those tasks you are best equipped to take care of.

5. Are you self-motivated?

If you require someone else to motivate you to get things done, get a job. You are not cut out for business.

6. When you see an opportunity that is in alignment with your goals do you act on it as soon as possible?

Successful entrepreneurs know when to take action and don't need prodding to do so. They are willing to take the risks necessary for success.

7. Do you have a *written* business and marketing plan?

If you fail to plan, you are essentially planning to fail. Get your business and marketing plan in writing. You can always tweak it as you go, but get it down on paper!