



Discover The Entrepreneur In YOU -

From Obstacle to Opportunity

By Barb Girson

Edited By:

Robyn Girson

***Definition:**

Entrepreneur - Someone who assumes the financial risk of the initiation, operation and management of a business



Today, I am glad and gratified to report that my ability to bring in business, pay my bills (without using savings) and work (happily) every single day is empowering. This lovely professional place in my life was born out of examining and extracting a gift I have had all along; my inner entrepreneur. The road to this invaluable and universal resource involved the use of what I call the three C's.

The three Cs' to discover the inner entrepreneur in YOU are:

- 1. Choice** - Regardless of where you are on your professional path, you are still the driver. How are you going to respond?
- 2. Courage** - It takes courage to walk down the sidewalk and pursue a different path. Each turn creates a new outcome. Build off of past successes; only move forward.
- 3. Career** - It is your career. Engineer this part of your life so that your heart sings and you satisfy your soul.

This prescription has personal relevance as this June marks the one-year anniversary of a time when I myself was unsure of my career stability and professional trajectory. You could call this the beginning of the downsizing, down turning, and depreciation that continues to sweep families, market, and workforce. I witnessed so many of my bright and talented colleagues turn to worry and panic in fear of not what might happen; but when.

Authored by:

Barb Girson
International Trainer & Coach
P: 614.855.0446

Owner, My Sales Tactics™
© 2009 All Rights Reserved
www.MySalesTactics.com

6/19/2009
1 | Page
Barb@MySalesTactics.com

In my personal journey, among the many transformations came a new CEO. Without time to process or prepare, he informed me that the program that I was hired to develop and launch would not continue. This was not the first time I fell victim to economic downsizing or had a pilot program end with a boardroom decision. What now?

I reviewed job descriptions and took some interviews but did so with a seasoned awareness different from the past. Judging from the erratic economic climate, companies were in the habit of reducing their fixed costs, not adding to them. In order to avoid another big hole, it was necessary to take another route. The combination of a hard-to-ignore waning economy and a hard-to-admit transforming industry led me to do what I now encourage each and every one of you who are unsettled to consider. Gain control over your career change, before your career change gains control over you!

I made a decision to work from home, keep my overhead low and offer competitive solutions to companies, teams and entrepreneurs. I started consulting, coaching and developing training programs. By year end, with minimal effort (word of mouth) and the 'gift of a go-getter attitude', my income matched my husband's annual salary in just a 6 month trial period. The work is much of the same work that I had been doing corporately; professional skill building, growing sales and helping others gain confidence...the main distinction is that now this work is for my own company. In other words, the three C's of entrepreneurship entail turning obstacle into opportunity.

With these C's you see your way and unleash an amazing force inside of you - your inner entrepreneur. If you know someone who has lost their job, fears losing their job or does not like their job... share this article with them. If you work independently, own your own business, or are self-employed ... remember your success (or lack of) is up to YOU... No one can down size, right size or outsize You except YOU.

Listen to your inner entrepreneur.

***Source:<http://www.entrepreneur.com/encyclopedia/term/159078.html>Where**

Would you like to re-print this article FREE (Either online or in print)?

You have my permission to do so, provided that you keep the article as is and include the following 'About The Author' information with active link: www.MySalesTactics.com

About The Author

Barb Girson, International Direct Selling Industry Expert, Trainer and Coach, helps companies, teams & entrepreneurs gain confidence, get into action, and most importantly... grow sales by sharing her "Strategies That Stick™".

Barb is a highly interactive, creative speaker and author offering customized, professional skill development programs for workshops, meetings and teleconference training programs. Active participants "*Sell more, stop worrying and STICK with what works™*".

To contact Barb: p: 614.855.0446 e: Barb@MySalesTactics.com www.MySalesTactics.com

Authored by:

Barb Girson
International Trainer & Coach
P: 614.855.0446

Owner, My Sales Tactics™
© 2009 All Rights Reserved
www.MySalesTactics.com

6/19/2009
2 | Page
Barb@MySalesTactics.com