

So you want to be an Entrepreneur...?

2020 became the season of finding oneself and really asking, “What is it that I really want to do?” COVID shutdowns, burnout and an introspection into personal values have led us to what we now call “The Great Resignation.” By now, we have all heard of “The Great Resignation,” but have you ever wondered where everyone who has quit their job has gone? According to the U.S. Bureau of Labor and Statistics, [4.3 million Americans quit their job in the past year](#). That’s 2.9% of the workforce! Bankrate reports that [55% of Americans who are currently employed](#) say they will be looking for a new job within the next 12 months. However, according to *The Hill*, “In 2020, [4.35 million people applied to start new businesses](#), up from 3.5 million 2019.”

Starting a business is not for the faint of heart, but it is not impossible if you have the proper tools to make what you envision a success. Here are three solid tips.

Find Your Passion

“Passion” is defined as “a strong feeling of enthusiasm or excitement for something or about doing something.” Now, this doesn’t have to be something you absolutely love, however, it does need to be something that motivates or excites you. To make it easier on yourself, make a list of things you like to do and a list of things you don’t like to do. What was something that you enjoyed about your job? Do you like talking to people? Do you like to write? Think about some of the people you admire. What did they used to do before they became who they are now? Some of the best authors were once journalists. Next, think if this passion coincides with any skills or experience you already have and who would be your target audience. Lastly, think about what it will take from *you* to make this dream a reality. What sacrifices are you willing to make in order to launch this endeavor?

Find a Mentor and Have a Support System

Most people want to test drive a car before they buy it. The same can be said for becoming an entrepreneur. You want to know what you are getting into, how to avoid certain pitfalls, and in the end, find a friend. Find a mentor in your field who can help guide you and tell you what it takes to get from where you are to where you want to be. [Having a mentor can help you stay in business longer, help you develop your emotional intelligence](#) and give you access to networks you might not otherwise be a part of. Remember those pitfalls we talked about in the first tip? When you find a mentor, they can direct you to industry conferences you need to attend, courses you should take and introduce you to people you need to network with. In addition to having a mentor, you also need a strong support system. People you can lean on personally when things become difficult or just too much.

Market Your Business

No one is going to know you have a business unless you tell people about it. This is where marketing comes in. But depending on the type of business you want to run, word-of-mouth might not be enough to get the results you want. Having an up-to-date web page and a strong social media presence can get you the traffic you need to keep your business running smooth. This is where most businesses run into the most trouble. Either they don't know the proper channels to promote themselves or they have a lot of ideas and no time.

This is where Jennunie Raydiance comes in. We want to help small businesses and nonprofits who want to stretch farther but just lack the hands to do it. I am a team of one but what a team I am. I will walk you through the process of finding out just how amazing your business is and helping you share that with your audience. Once you get your business off the ground, keeping these three tips in mind, send me a shout.