

Could You Truly Cut It *Working For Yourself?*



Is Starting A Home-Based Business Right For You?

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Disclaimer

This guide has been written to provide information to help you get yourself prepared to be a successful entrepreneur. Every effort has been made to make this guide as complete and accurate as possible. However, there may be mistakes in typography or content. This guide should be used as a guide – not as the ultimate source of information.

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Message From The Author

Hello. I'm Kevin Riley.

I have been an entrepreneur – building and running businesses since 1977. In 1994, I first started building websites and created my first commercial site in 1995.

Now, I run a number of online enterprises from my home in Osaka, Japan. The information product business allows me to travel with my lovely wife, Rieko, and run my business from anywhere in the world.

I started creating products in 1982. Then, I was creating physical products – board games, taper candles, wooden toy kits. It wasn't until the late 1990s that I realized that future profits lay in information products – books, audios, videos.

Now, I'm an entrepreneur who markets information – I'm an infopreneur. And, at [Product Creation Labs](#), I help others to make their own money-making info products and succeed on the Internet.

A handwritten signature in blue ink that reads "Kevin Riley".

[Product Creation Lab Private Workshop](#)



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Working At Home

Although millions of people run successful businesses from the comfort of their home, being a home-based entrepreneur is not for everyone. There are certain personal qualities that you must possess – or nurture – to successfully run your own business. In fact, studies have shown that the personality and individual characteristics of an entrepreneur may be the most important factors for their success when starting a new business.

Before you consider what kind of business you'd like to run, take a few minutes to first assess yourself with the following checklist. Find out now if this is really for you.

The following check list should also be applied to anyone you want to work with – any possible partners or future business associates.

Although nobody may possess all of these qualities, the following checklist will help you assess your own potential for success as an entrepreneur – and any prospective partners' potential to help you build your company.

The Assessment

Consider each statement in this checklist, and then check off to what degree it applies to you:

Y = “Yes, this is what I'm like.”

S = “Somewhat, and I feel I could develop this trait.”

N = “No, I'm not like this at all.”

1. You are a hard worker

Y S N

When you first start a business, you must be ready to sometimes work longer hours than the regular 9-5. There's no fellow employee or boss to take up the slack. You are the one who has to put in the extra hours.

If you are still working a 9-5 job while starting your business, are you willing and able to sacrifice some of your leisure time? Can you invest an extra 2-3 hours per day into building your business?

The time you invest in your business during the building phase will pay off with big dividends later, when you can take long vacations and have a flexible schedule.

2. You like to take charge

Y S N

You don't wait for others to make the decision or take the lead. Successful entrepreneurs see an opportunity, seize it, and take full responsibility to see it through.

When a task or challenge comes up at work, do you seize the opportunity and take charge? Or do you wait for someone else to take the initiative?

3. You are a decision maker **Y S N**

As an entrepreneur, you often have to make important decisions, and make them quickly. You cannot agonize over decisions, or keep putting them off.

In business, the old adage “You snooze, you lose!” has a lot of merit to it. Often, opportunities will present themselves, and you must decide quickly if they are advantageous for your business.

As the boss, you must make important decisions on a regular basis.

4. You are persistent **Y S N**

Success usually does not come overnight, and quite often it's only those who persist and push past obstacles that succeed. If you easily give up, it will be difficult for you to be successful running your own business.

Successful entrepreneurs carry on and do not let minor obstacles stop them. They keep their eye on the goal and keep moving towards that goal, even if they have to take detours to get there.

5. You can weather criticism and rejection **Y S N**

Running your own business is not always smooth sailing. There will always be those who criticize your decisions or reject your ideas. While you should always be open to bounce back from criticism and carry on, you can't let it stop you.

Successful entrepreneurs don't take criticism personally. Instead, they learn and improve from the feedback.

6. You desire to create your own destiny **Y S N**

For successful entrepreneurs, it's not just about making lots of money. It's about being your own boss and enjoying the freedom to run your business as you see fit. Money is not the only reward.

7. You are organized

Y S N

You can manage your time and resources. Running your own business, you often have to wear a number of hats and some days may see you tackling a bunch of tasks. If you're not organized, you can end up wasting a lot of valuable time, and being distracted by non-productive activities.

8. You are independent

Y S N

As a home-based business person, you usually have few people to rely on. Sure, you can become part of business networks and get support at forums, but in the end it is you who must do all the work to build your business. A successful entrepreneur is independent, and relies on themselves.

9. You are a problem solver

Y S N

You can't let a problem stop you. To succeed, you must face problems head on and figure out a way to go through, over, or around the problem.

In fact, successful entrepreneurs see opportunities in problems. Solving other people's problems is how your business can make a lot of money.

10. You take action

Y S N

Planning is an important part of your success, but without action your plans will never be achieved. Over analyzing a plan can lead to “analysis paralysis”, where you never put the plan into action and nothing is achieved.

Successful entrepreneurs consider their path of action, and then they soon take action. They never wait for things to happen – they make them happen.

11. You have imagination **Y S N**

Being successful often involves using your imagination to be that little bit different – to stand out from the crowd. Sometimes, you'll have to think outside the box to put you above your competition.

12. You are observant **Y S N**

You watch what others are doing, and you learn from it. Successful entrepreneurs know what is happening in their niche. They see what their competition is doing right, and what they're doing wrong.

While it's wise to learn from your mistakes, it's safer & cheaper to learn from your competition's mistakes.

13. You are confident **Y S N**

You know that you can handle any challenge. Successful entrepreneurs are confident that no matter what, if they take on a project they will be able to carry it out. They know that even if they don't have a necessary skill or knowledge, they can obtain it or find the right person to help complete the project. Their motto is “I can do it!”

14. You can handle unfamiliar situations **Y S N**

With the many hats an entrepreneur must wear everyday, you'll sometimes find yourself in an uncertain or unfamiliar situation. Successful entrepreneurs adopt to these challenges. You cannot always chose what you'll have to deal with, so you must be prepared deal with any situation.

15. You are enthusiastic

Y S N

Running your own business requires a lot of enthusiasm. You are the one who has to motivate yourself. You can't spend the greater part of day moping about the house or putting off essential tasks.

Successful entrepreneurs are enthusiastic about their business, and often have to be physically pried away from it.

16. You are an optimist

Y S N

Not the kind of optimist who traipses around seeing the world through rose-coloured glasses – but, the kind of optimist who takes a realistic look at a situation and sees the opportunity.

Successful entrepreneurs see the positive. They acknowledge the negative, but they don't let it influence them. They are enthusiastic about how things will turn out.

17. You take calculated risks

Y S N

Entrepreneurs are often look upon as risk takers and gamblers, but that is a misconception. Successful entrepreneurs only take risks after they have assessed the situation and are confident that the outcome will favour the. In fact, usually they minimize the risk by having control over that outcome.

What to an insulated 9-5 worker may seem risky, is actually just stepping outside the comfort zone and getting something accomplished.

18. You value achievement

Y S N

Although making money is important, it is the sense of achievement that will keep motivating you. Building a business, creating products, increasing sales, being recognized in your industry – these are all achievements that motivate you to keep climbing and seeking greater achievements.

Successful entrepreneurs are driven to achieve, and the money simply follows.

19. You take responsibility

Y S N

As an entrepreneur, the buck stops at you. You cannot pass problems on to a boss – you are the boss. You alone take full responsibility for the success of your company. This means that you cannot blame anyone but yourself when something goes wrong. No blaming outside factors. No excuses.

Successful entrepreneurs don't make excuses – they do whatever it takes to achieve their goals.

Analyze The Results

Now, go over your answers. If you mainly circled “Y”, you are well suited to run your own business. You already have the traits shared by successful entrepreneurs.

If your answers lean more to the “S”, you can still nurture those characteristics to help you succeed in business.

As noted before you started assessing yourself, very few people possess all of the qualities that make a successful entrepreneur. Missing some of them won't stop you from succeeding, as long as you are aware of any areas where you need to improve.

Improve Yourself

Look at all the answers where you circled “S”. How can you nurture these characteristics and improve your odds of success as a home-based business person? Sometimes, all it takes is a little practice to put yourself firmly in the position of an entrepreneur.

Copy out those characteristics that need to be improved. Pin them up where you will see them every day. Consciously work on instilling these traits in yourself.

For example: If you are not fully comfortable in unfamiliar situations (14), start putting yourself in situations that push your boundaries. At work or out in society, take on a task that makes you feel uncomfortable. Challenge yourself.

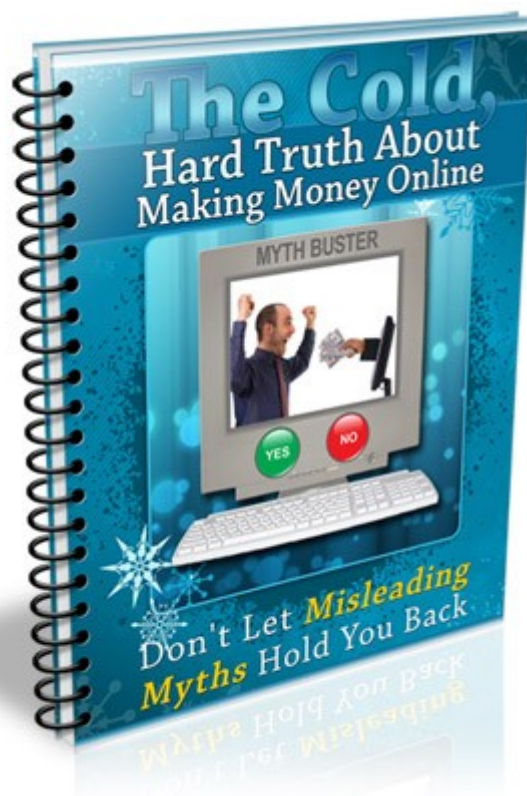
Practice Makes Successful

In my opinion, just about every person has the ability to become a successful entrepreneur. It's just that some people have this ability hidden deeper inside, and need to apply more effort to bring it to the surface. When they do finally bring a number of entrepreneurial traits to the table, even the most unlikely candidate can be a successful entrepreneur.

In the following series of videos and reports, you'll discover more invaluable nuggets of advice for getting on the right path to income stability as a successful entrepreneur. If you haven't already, be sure to [click here to be notified of the next important posting](#).

Onward To Success

The next free report in the series for establishing your income security, is a guide to help you sort the facts from the fiction and avoid the landmines when it comes to making money online. This one guide will help you avoid wasting time on the prevalent Internet marketing myths, and start succeeding in your home-based business much earlier.



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