



7 Key Entrepreneurial Traits That Can Lead To Your Business Success!

Just recently, I was asked to speak to the Fast Trac New Venture class at the University of Hartford Entrepreneurial Center. This opportunity was a great thrill for me as I have a passion to help people build and grow their business dreams. In performing the exercise of deciding what kind of information will be shared with the class, I was asked to include in my talk what I considered to be the key entrepreneurial traits that will lead to business success. Certainly there are many. Listed below are just 7 that I discovered was and are critical to my business success. I invite you to share with me any traits that you have discovered along the way to add to the list.

1. **Passion** - you need to have a strong passion for your product and services that you are offering to the world, as well as for building your business. That passion, that desire to succeed, will fuel your persistence and determination when you feel the pressure to give up.
2. **Ethics** – Ethics is how you treat your clients, vendors, and colleagues as well as operate in fair and honest ways in all your business dealings with others.

Did you know that the average person receives more than 500 marketing messages per day? Word of mouth advertising is heavily depended on in purchasing products and services, offline and especially online. Personal ethics is a major contributor in how you differentiate yourself from your competitors. Customers and clients want to know, like and trust you. When they do you will have loyal followers that will share with others of their great find.



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3. **Faith** - faith in yourself that you are bringing value in your products and services to the world. Faith that no matter how challenging the road to success that you will achieve your dream. Self-confidence will be an essential driver when you are faced with fierce competition and ever changing business market needs.
4. **Flexibility** - ability to move away from what you first thought your business would look like when you first opened your doors. You may need to be flexible and make changes in your business model that meet the needs of customers and clients today. People seek out and pay to solve their problems. You will need to keep an eye on what are the issues and needs of your market and how you can provide the solution.
5. **Resiliency** - ability to continue to pursue your vision in the face of disappointments and setbacks and quickly recover from changes. It is also known as the buoyancy and an ability to "bounce back." Many business owners give up too soon. I encourage you to check out your ability to accept rejection, defeat, make adjustments, and jump back into the game.
6. **Self Starter/Self Discipline** - before starting your business I urge you to check out your ability to get things done under your own drive and energy. Some people really need to have someone else push them to get things done. Others create things that need to be done. In entrepreneurship, you will need to possess a strong self discipline to get things done when you don't have an employer holding you accountable. If you are still determined to build a business, I urge to partner with someone who has that these traits.



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7. **Ability to Work Alone** – In today's economic landscape there are a tremendous number of people who are starting home based and solo businesses. I urge you to check out your ability to work alone. It can be very lonely working on your business constantly with limited interactions with others. I know several business owners who simply gave up and went back into traditional work environment because they could not manage loneliness. They needed to be around others.

Building a strong network with others can reduce the loneliness factor. Personally, because I am an introvert, I like having long periods of uninterrupted work time. Although, I do get plenty of interaction in working with clients, team members, colleagues, my mastermind group, and other networking activities that I have build into my business life.

I hope that you have enjoyed reading the **7 Key Entrepreneurial Traits That Can Lead To Your Business Success.**

I am celebrating this month as I just completed two years of entrepreneurship. I look forward to the future with great anticipation and excitement. As an online business manager and owner of VBS Virtual Assist, LLC, I am looking forward to sharing my knowledge and skills with other business owners to grow their businesses to more profitable and manageable levels in the coming years.

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