

# Entrepreneurs

*make ideas happen!*

## What is an Entrepreneur?

An entrepreneur is a person who creates, organizes and manages a business undertaking, assuming the risk for the sake of the profit. Entrepreneurs make things happen. They imagine. They create. They see opportunity and they seize it. They win and they lose. But they keep at it because they believe in their products or services and they believe in themselves. Just about every company can trace its roots to an entrepreneur.

If you are interested in learning more about entrepreneurship...start here!

## Real People, Real Stories...

Each year thousands of students at California's Community Colleges enroll and graduate from Family and Consumer Sciences Programs. They earn certificates, Associate Degrees, and many transfer to colleges and universities to continue on for their Bachelor's Degrees. These talented and ambitious students enter the workforce and some choose to open their own businesses...they become entrepreneurs. Here are a few of their stories.



With a newly earned Certificate in Gerontology, years of life experience, and a passion for helping others, Jan Albert and her sister, Deanna Blair, started **24 Hour Angels**, an in-home care agency in Yorba Linda, CA. Their successful nonmedical service provides quality and compassionate caregivers to ill and elderly clients.

**Gerontology Certificate Program**  
Coastline Community College



This former CFO has a head for numbers and a heart for baking. And after spending years adding it up in the board room, Glenn Minnervini-Zick headed for the kitchen to make some cookies. Glenn honed his commercial baking skills at Santa Rosa Junior College's Culinary Arts program and now creates specialty cookies—**ZIX Cookies**. Glenn's latest gluten-free cookies are helping him bake his way to another big success.

**Culinary Arts Program**  
Santa Rosa Junior College



Katie Bartels attended a CCC then transferred to Cal State Long Beach where she earned her BS and MS in Nutrition and a Certificate as a Registered Dietitian. While in college, Katie volunteered and interned as a diet technician at an eating disorder clinic. After several years of working in the field, Katie now has a thriving private practice helping teens and adults overcome their eating disorders.

**Nutrition and Dietetics Program**  
Orange Coast College and  
Cal State Long Beach



In the early morning you will find Christopher Boess behind the counter serving up lattes, but by mid-day you can reach him in the studios of **Sense of Style**. Christopher is working with designers he met in Palomar Community College's Interior Design Program to offer unique design packages—from home staging to green design—to a growing and impressive list of San Diego clients.

**Interior Design Program**  
Palomar Community College



After working in sales and spending time as a stay-at-home mom, Cheri Wilson wanted to learn to sew. She enrolled at Saddleback CC where she completed almost every sewing class offered. Cheri found her niche in costume design and has since created scores of costumes for stage productions and individual clients via her popular **Corsets and Costumes** business.

**Fashion Design Program**  
Saddleback Community College

*Today's employers no longer promise job security so employees must manage their own careers... whether you choose to open your own business or prefer to work as an employee you must develop an entrepreneurial mindset.*

— Harry Beckwith, *You, Inc.: The Art of Selling Yourself*

## RU an Entrepreneur?

Review the 10 statements below and rate yourself. Then match each statement to the entrepreneurial quality in the box to the right.

		Success Quality
1. I take the initiative to get things going.	Y   N	_____
2. I like being my own boss.	Y   N	_____
3. I always look for new and better ways to do things.	Y   N	_____
4. People get excited by my ideas.	Y   N	_____
5. I am rarely satisfied or complacent.	Y   N	_____
6. I can usually work through difficult situations.	Y   N	_____
7. Whenever there's a problem, I jump right in.	Y   N	_____
8. Members of my family run their own businesses.	Y   N	_____
9. I don't mind working hard.	Y   N	_____
10. I set goals and achieve them.	Y   N	_____

**TOTALS:** # Yes \_\_\_\_\_ # No \_\_\_\_\_

If you answered "yes" to 7 or more of these questions, you may have the qualities of a successful entrepreneur.

Answers: 1. H, 2. E, 3. G, 4. A, 5. J, 6. D, 7. F, 8. I, 9. B, 10. C

### Success Quality

- A enthusiastic
- B hard worker
- C self-disciplined
- D resilient
- E independent
- F problem solver
- G resourceful
- H self-starter
- I experienced
- J high-achiever

## Want to LEARN more? ...interview an entrepreneur

If you are more interested in starting your own business than in working for someone else, meeting and talking with an entrepreneur will give you a good reality check. After you request an interview, carefully compose questions that will give you the information you seek. Then be ready to listen and learn.

Ask questions that provoke compelling answers:

■ What's the best thing about being an entrepreneur?

\_\_\_\_\_

■ What is your greatest challenge?

\_\_\_\_\_

■ What advice would you give a person planning to start his/her own business?

\_\_\_\_\_



# Entrepreneurs...

the sky's the limit!

# RU??

## What's Your BIG IDEA?

“What would you do if you knew you could not fail?”

— Robert Schuller

“...you must transform vision into reality for an idea to have value.”

— Scott Belsky, *Making Ideas Happen*

Briefly describe your **Big Idea**:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

■ Is your product or service idea unique? \_\_\_\_\_ Y / N

Briefly explain how it is unique. \_\_\_\_\_

\_\_\_\_\_

■ Does it serve a customer need or want? \_\_\_\_\_ Y / N

Describe the want or need it serves. \_\_\_\_\_

\_\_\_\_\_

■ What is your competitive advantage? \_\_\_\_\_ Y / N

Explain one advantage your product offers. \_\_\_\_\_

\_\_\_\_\_

## Who's on Your Board?

Having the right people to help and advise you can be a tremendous asset to a new entrepreneur. They can provide both the emotional support and the business know-how you will need to get your business going. Business Advisor, Rich Mintzer, describes four people every entrepreneur needs on his/her board.

“**The Cheerleader**” — An individual who rallies behind your ideas and believes in you and your idea.

Who do you consider your cheerleader? \_\_\_\_\_

“**The Role Model**” — Someone who provides tremendous support through the simple concept of “do as I do”.

Who will fill this role for you? \_\_\_\_\_

“**The Experts**” — These are friends (or relatives) who are willing to go the extra mile by providing their expertise.

Can you name a couple of experts and their area of expertise? \_\_\_\_\_

“**The Techie**” — Someone with the ability to provide the technical advice needed to get your venture Internet ready.

Who could give you some of the initial tech support you need? \_\_\_\_\_

“The three things that are most essential to achievement are common sense, hard work and stick-to-it-ivness.”

— Thomas Edison

Entrepreneurs  
make ideas happen!

“We were young, but we had good advice and good ideas and lots of enthusiasm.”

— Bill Gates, founder of Microsoft

## Design Your Line...

An interesting and creative business card is an inexpensive way to begin marketing your service or product. When you create your card and tag line, you are developing your company's identity. What kind of image do you want on your card? What short message would explain your product or service? Here are a few samples for you to review and a space for you to create your own design and line.



### Say it loud and clear!

Contact information should be concise and legible. The tone and message expressed by the font, colors and visuals should reflect the image you want to project.

### Don't forget the back!

The back of your business card represents 7 square inches of space that you can use to further promote your product or service.

## SCORE some help!

Each year over ten million people consider starting a business and more than three million new small businesses are started annually. There are organizations set up to help and support aspiring entrepreneurs. Here are two of the best.

- **SCORE** offers free and confidential business advice through online, face-to-face counseling, workshops and more. SCORE has more than 10,000 seasoned and talented entrepreneurs who volunteer their time to share their knowledge and skills with others. If you are looking for advice and direction go to **SCORE.org**.
- **The Small Business Administration** is a great resource with online courses and information to help prospective and existing entrepreneurs plan and manage their business from start to finish. Go to **sba.gov/smallbusinessplanner**.