

# **The Can-Do Entrepreneur**

**The Entrepreneur's  
Motvational  
Handbook**

**Chibuike Wogu**

# **THE CAN-DO ENTREPRENEUR**

**The Entrepreneur's Motivational Handbook**

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Chibuike Wogu  
**chibuikewogu@gmail.com**

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# ACKNOWLEDGEMENT

All thanks to God for His Holy Spirit that inspired the writing of the life transforming words in this great book.

I am just like a pencil in God's hands and I am privileged to be used to be a blessing in the lives of entrepreneurs.

I would like to recognize the unreserved assistance of Arleta Lewandowska, who proofread this great book.

My family has always been a great blessing in my life. I am very thankful for all their prayers and support. They are a rare gem.

# **INTRODUCTION - What this book can do for you**

Oftentimes, the entrepreneurial journey is sugar-coated to look like a less cumbersome and easy road that leads to easy success.

The irony of this misconception is that the entrepreneurship is really a tough call.

The bitter truth is that the road of entrepreneurship is always under construction and never paved with gold but with rocky stones that only the ‘can-do’ entrepreneur can coat with smooth golden stones.

The CAN-DO ENTREPRENEUR contains and outlines truths, traits and techniques every aspiring, young and experienced entrepreneur must imbibe in order to be fit enough to commence sustain and win in this journey of unspeakable uncertainties with minimal chances of achieving great success.

## Chapter 1

# THE CAN-DO

# ENTREPRENEUR

The Can-Do Entrepreneur is the entrepreneur with a can-do attitude. He is not passive but actively involved in his pursuit at all times (both good and the not-so-good times).

Entrepreneurship is not as free-for all as it may seem to be. There is more to it than meets the eye.

This assertion, however, does not mean to scare aspiring entrepreneurs from taking steps towards entrepreneurship or to discourage young and experienced entrepreneurs. Careful feasibility studies of your areas of interest in business as well as the industry you intend to play in is good but not enough.

In the journey of entrepreneurship, it is paramount to understand this truth, that at some point in this journey you will be tried and tested to the point of quitting; either through the overwhelming competitive landscape, losses encountered internally in your business, the economic situations, and pressures with your family or your personal life.

This is the point where you begin to ask yourself if you are truly on the right path or really doing the right thing.

This is the point where varying and unsolicited divergent suggestions creep in to your head from the outside; mostly from sources that either wish for you to quit or are outside the circumference of your true vision or passion.

I like to call this point the ‘Make or Break Point’. As an entrepreneur, developing the ‘can-do’ attitude helps you become the ‘Can-Do Entrepreneur’. This is the entrepreneur that is able to stay calm, calculated and focused at this ‘Make or Break Point’. The Can-do entrepreneur does not give in to

cheap divergent suggestions but has the can-do attitude to help him unleash his creativities at the 'Make or Break Point'.

A story was once told of the rattle snake and how it finds the aggression to attack its victim.

When the rattle snake wants to attack its victim, it first bites itself. The pains it feels from biting itself first makes it very uncomfortable, it then rattles itself and finds the aggression to unleash its power, biting and attacking prowess on its victim, hence overcoming its victim.

The can-do entrepreneur is pretty much like the rattle snake in the following points:

1. They are motivated by one thing; unfavorable, difficult, challenging circumstances and oppositions.
2. They do not retreat when beaten.
3. The aftermath of their encounters with difficult situations and circumstances is the unleashing of their best and eventual victory.

4. They have understood and developed the ‘can-do’ attitude.
5. They always win.
6. They are never afraid to at least try to win even if success is not guaranteed.

Developing the ‘can-do’ attitude is a necessity for the entrepreneur even before commencing the entrepreneurial journey. It is not like that bridge you will cross when you get there. It is pretty much like deciding well ahead of your entrepreneurial journey to succeed no matter what!

This is paramount in the life of entrepreneurs since there is no clue of the length, breadth or height of this bridge of ‘Make or Break Point’.

Entrepreneurship is one hell of an exciting and rewarding journey but ever wondered why some businesses or companies you knew about in your neighborhood or perhaps heard about on radio or watched their commercials on television, do not exist anymore?

What happened to this seemingly promising companies with a lot of lasting success potentials?

Well the truth is I also asked myself such questions until I tried to do a personal analysis on the companies of interest to me and the kind of entrepreneurs they seemed to have had.

It is obvious that the companies that are out of business and no longer exist and those that still exist and are either getting their arcs together or those waxing ever stronger and stronger all perhaps faced the economic challenges of their business environments, had internal control issues. These entrepreneurs also had to deal with family and personal life pressures. Just like the rattle snake earlier described, these entrepreneurs who still stand used these unfavorable situations and circumstances to unleash their best and creativities to help them stand while others who are out of business, chose to retreat, and hence failed in unleashing their best to win.

With the can-do attitude and deciding well ahead of time to succeed in your entrepreneurial journey to succeed no matter

what, you are well on your way to achieving lasting business success.

## Chapter 2

# COMFORTABLE WITH BEING UNCOMFORTABLE

For aspiring and young entrepreneurs, it is important to understand that despite how nice the word entrepreneurship sounds and how nice the terrain might seem to be simply by looking at the present lifestyles of successful entrepreneurs, it is not a bed of roses but actually a rocky bed, which your successful role models have dressed with roses.

You have to first come to terms with being comfortable in uncomfortable situations with regards to your entrepreneurial journey.

Everything from the hassles of incorporating your business, nurturing and developing your business ideas, developing business plans, building your team, waking up by 4AM and sleeping by 10PM, meeting and satisfying angry customers

and many more unpleasant situations that come with the terrain should all sound very palatable to you if you have a desire to truly succeed in this journey.

It is worthy of note that true business success is not served on a platter of gold, but you have to fight your way through to it and bring it all the way home fighting your way through once again.

Understanding well ahead of time that this entrepreneurship terrain comes with ‘uncomfortable jackets’, will prepare you to learn to wear it and still appear attractive to the eyes of everyone.

Take for example you owned a printing business and the bulk of your customers come to print at your shop as early as 7AM and so you must wake up as early as possible, get yourself readied for the day and ensure your office is set up to receive your customers. You deny yourself an extra hour of sleep to come to serve your customers and here comes an angry customer shouting at you over a poor work done that was done

for him the previous day. You may have had a poor time at home the previous night with your family or friends but being comfortable in uncomfortable situations and circumstances such as this unexpected outbursts from an angry customer in the morning is key to winning your customers over, helping you grow and sustain your business over the long term.

This trait will help you prepare yourself well ahead of time to effectively address and manage uncomfortable situations as this and even worse along your entrepreneurial journey.

This trait is what eventually helps you achieve the outstanding business success, which your role models have achieved in business, helping you coat with roses that ‘rocky bed’ of entrepreneurship into a ‘bed of roses’, which you can enjoy and which other aspiring entrepreneurs will admire in you.

It is important to note that this activity is never a onetime event but what entrepreneurs must accept as a daily routine across all board with regards to their entrepreneurial journey in order to achieve lasting success.

The can-do attitude, which you have developed as an entrepreneur will enable you deal effectively with uncomfortable situations and circumstances and still come out a better and a well-refined entrepreneurial product.

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