

In his 1776 thought-provoking book, The Wealth of Nations, Adam Smith explained clearly that it was not the benevolence of the baker but self-interest that motivated him to provide bread. From Smith's standpoint, entrepreneurs were the economic agents who transformed demand into supply for profits."

- Zeromillion.com,
Dr. Alvin Chan, Research Fellow in Asia

Similarly, it is the self interest within each of us that, if we listen and act, drives us to achieve results. And those results are clearly different for each of us. We are all able to become that "entrepreneur extraordinaire" of our own lives by paying attention to the motivations that speak to each of us alone.

When I started my business 14 years ago, I had no clue what I was doing but I knew I wanted to do it. And, quite honestly, there are many times when I still feel like I don't have a clue!!! I have learned a lot over the years. However, there is no question that every day is a "new" one. I continue to take it one day at a time and always come across situations that need that entrepreneurial self-motivated guidance to help me continue on.

Based on my experience, "ENTREPRENEUR" could be an acronym defined this way:

- E** - Everyone (like it or not) is an entrepreneur of their own life / career. The key is to always be searching for that "self interest that motivates YOU to provide the bread."
- N** - No one can control your life / career - that's your job.
- T** - Time waits for no one.
- R** - Raise the bar on what you can do - you might amaze yourself at how capable you really are.
- E** - Engage the help and support of those who believe in you and listen to the others with "guarded" skepticism.
- P** - Pay attention to the little things and the big things will oftentimes take care of themselves.
- R** - Remember that your life is not a dress rehearsal - you go through it only once.
- E** - Everyone experiences ups and downs - it's how you manage them that makes all the difference.
- N** - Never, ever quit - it's usually when you think you've reached the end of your road when the rainbow appears.
- E** - Endings always have new beginnings.
- U** - Upside down thinking can often give you a different perspective.
- R** - Roads are different for each of us. There is no right or wrong road - but the key is to act and take "one" of them and then never look back other than to learn and grow.



In closing, let me quote the much maligned Machiavelli:

"Entrepreneurs are simply those who understand there is little difference between obstacle and opportunity and they are able to turn both to their advantage."

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