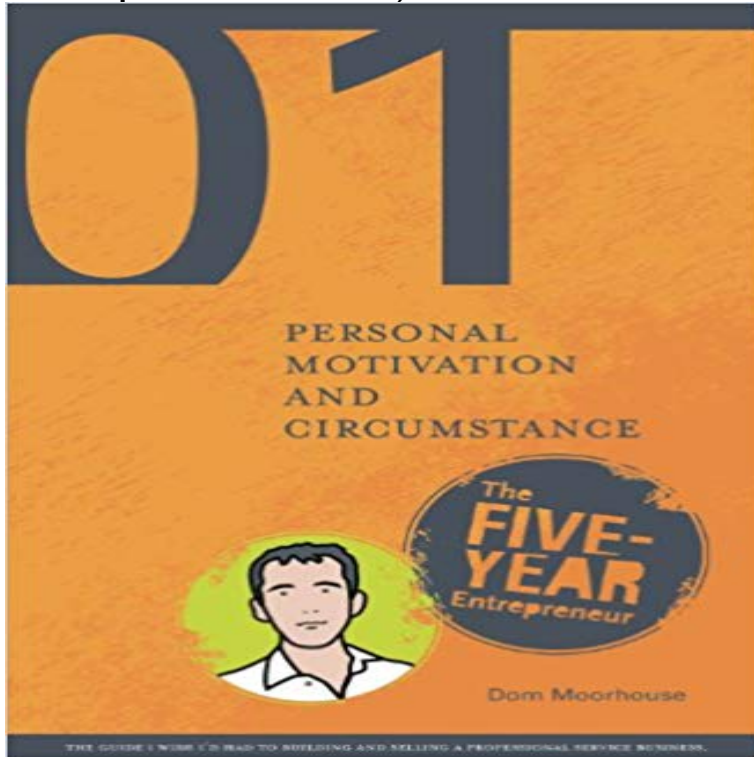


Guide 01: Personal Motivation and Circumstance (The Five-Year Entrepreneur Series)



This guide is the first in the Five-Year Entrepreneur series (www.dommoorhouse.com) designed for the managing owner(s) of a professional service business. Indeed, this is especially for you even if you are just keen to explore the idea of setting up your own such firm. Such firms are primarily business-to-business ventures and involve the marketing, selling and dispensing of a professional service. The definition is, however, broad and covers a panoply of service types from business consulting, accounting, law, advertising, web design, architecture, engineering, recruitment, financial services, marketing, public relations, research and so on. Generally speaking, if your firm harnesses the talents of skilled, knowledgeable individuals to provide advice and support to other businesses then this guide series is for you. The series is especially focused on leaders who are committed to starting/growing such businesses in order to derive or at least provide an option for a personal wealth creation point in the future. This first guide explores the topic of Personal Motivation and Circumstance and what it personally takes to be a successful entrepreneur. If you are considering starting-up your own business, you are right to dwell on this topic. No other feature is going to be more fundamental in determining the success, or otherwise, of your business than your attitude and basket of personal values, capabilities, prior experiences and motivations. This guide describes the ten elements of the Complete Entrepreneur as well as exploring the related questions of start-up timing and your attitude towards people, work and risk. Professional service businesses have unique challenges of their own; this guide ensures you have thought through these aspects also prior to setting out. It also provokes your consideration of matters that will determine whether this is a journey

you will enjoy for example, how will the Important Others in your life be impacted, how do you best sustain yourself through the trials and tribulations of company growth? Ultimately, however, if you have the beginnings of an entrepreneurial idea, this guide will leave you motivated for the journey ahead. Through a combination of case study and pragmatic checklists, it does throw in a dose of realism to ensure you are well considered in your plans; thereafter, however, this book is all about fostering the spark. The world needs more people like you!

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