

## You gotta be true to yourself

You gotta be true to yourself. This is important. The rules of business are unforgiving – some businesses people are equally unforgiving, to the point of ruthlessness (and sometimes beyond). It's a hard world out there – lonely, often uncomfortable and occasionally frightening.

Before you send too much time planning the growth of your business, you need to do a little self-assessment.

Ask yourself these questions:

- Why am I doing this? Do I really want to grow my business? Why?
- What do I expect to get from it (tangible or intangible)?
- How will I measure success? By other people's values of profit / money or some other values?
- What skills have I got? What do I lack? How can I make up the difference?
- What other commitments do I have that might prevent me from putting my total energy into my business?

In other words, is the business you are planning really you?

Can you see yourself fitting comfortably into it?

Does it fit with your values?

With your commitments in life?

Anything that you're not comfortable with, fix now.

Especially in a craft business, where the product is inextricably tied into the personality of the craft-entrepreneur, you are the single greatest asset of your business and, potentially, the single greatest liability. More businesses fail due to failings on the part of the entrepreneur than for any other reason. But don't let this dampen your enthusiasm – businesses succeed every day, sometimes against horrendous odds, because of the strength and tenacity of the entrepreneurial driving force (You).

**Think about ...**

- Your family – what do they think of your idea of developing your business?
- Your values – how do they fit with your vision of your expanded business?
- What drives You.
- Your ability to manage a bigger more complex business.
- How people in your personal and business network could help you develop your business further.

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