



Edited by Kizzi Nkwocha

Every Entrepreneurs Guide: Running Your Own Business

“Do. Or do not. There is no try”



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Introduction

The very nature of being an entrepreneur and an innovator means that you fully embrace ambiguity and are comfortable with being challenged regularly. Choosing this career path is completely irrational because the odds of succeeding are dismal, but most succeed because of their unwavering belief, laser focus on delivering and persistence.

Starting a company, or managing a company through a period of transition and growth, can be a riveting roller coaster of emotions with tremendous highs and at times, difficult lows. The purpose of this book is to help you ride out the storms and to avoid those costly, time-consuming mistakes that can mean the difference between success and failure.

Is running your own business worth the effort? A lot depends on your purpose in setting up the business. Do you want the freedom of working for yourself; to create something tangible; make a good living; to do something worthwhile or to make a fortune? If you answer yes to any of these questions then it most definitely is worth the effort. Managing your own business is a difficult road full of unexpected twists and turns. I hope that this book makes that journey a much easier one. Every *Entrepreneurs Guide: Running Your Own Business* is the long-awaited revision and update of our fantastic business guide, *Insiders Know-How: Running Your Own Business*. It's taken two years to update the *Insiders Guide* with many new chapters and topics. I know you'll love the result.

Here's to your success.

Kizzi Nkwocha

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