



DREAM - PLAN - ACT

Entrepreneurs are the lifeblood of our economy...
so chase that dream

We've all heard people say, "If you fail to plan, you're planning to fail." Or, "A dream without a plan will always just be a dream".

I can't tell you how many times I've said something similar when working with clients who want to start a business, and I can't begin to tell you how many times that advice is ignored. For some reason, the creation of a plan strikes fear in the heart of even the bravest entrepreneur. There's something about putting one's dream down on paper that makes it real, and once it becomes real, it requires action to make it happen. There are a lot of dreamers in the world, but not many of them are motivated to bring their dream to fruition. Perhaps it's the fear of failure that keeps dreamers from moving forward.

It's always easier to keep the dream alive in your head than it is to try it and fail. No one likes to fail, but failure is just one of the steps to success. Not every dream will succeed, but the only way to see is for you to try. It may not play out the way you thought, and you may have to make changes, but at least you will know.

Many dreams that could have been wildly successful simply wither and die due to lack of an action plan. Is yours one of those?

Dream - Plan - Act - it's what makes a capitalistic system work. Entrepreneurs are the lifeblood of our economy, so chase your dream.

ARPI provides business and community coaching throughout the United States. If you have a business question for Jack, email him at jack.newcomb@totalcsi.com. You can also visit the ARPI website, www.advancingruralprosperity.com.



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