

## Bulletin Board: Becoming an entrepreneur can provide hope during the recession

by Amy\_Winter

Entrepreneurship may be the answer to surviving the recession. Although it isn't a good time for big businesses with increased layoffs and loss of revenue, it could be seen as a positive time to start your own small company. Maria Simone, an entrepreneur and author of "Passion 2 Prosperity: Instant Ways to Profit from Your Skills and Talents," encourages workers to give entrepreneurship a shot.

"The most important thing an entrepreneur can do is give themselves permission to do their dream and realize that success is possible for anyone," says Simone. "You need to know how to live an enlightened life and break through any limiting beliefs that get in the way."

The failings at big companies are scaring people; however, by getting in tune with your passion, creating a support team and making a plan, you can develop a successful business. The money is still out there – some people are looking to invest and are willing to take risks, according to Simone. The collaboration factor is present with workers wanting to help each other succeed. And you can receive the right resources, especially with providers losing jobs at big companies. It could be an ideal time to barter and request discounts for services, according to Simone.

Entrepreneurs need to remember that they have nothing to lose. Starting a business could even provide some extra income if layoffs are in the future. Simone recommends making sure you are in the right market. Avoid investing in markets that are currently losing money in the recession.

Simone provides tips to help people get their company started:

– Find your passion. Don't just start a company for the money. Customers and investors will be more drawn to your business if you love what you do.

– Seek assistance. Find successful workers to act as mentors. Learn and gain more skills by talking to those experienced in the field.

– Produce a plan or vision. Make sure you know your target audience, your solutions to certain problems, your products/services and how you will reach your market. Save time and money by visualizing plans before manufacturing.

– Be creative. Develop and market your products in unique methods in order to differ from competition.

â€” Don't be afraid. Believe in yourself and don't give up on your passion.

With experience as an entrepreneur, Simone hopes to "inspire people to take action and get some support." Starting your own business can give you control of your life and even make you more self-sufficient during the current economic downturn.

For more information, visit [www.passion2prosperitybook.com](http://www.passion2prosperitybook.com). For questions on becoming an entrepreneur, receive quick and easy mentoring at [www.the15minutementor.com](http://www.the15minutementor.com).

## MAKE YOURSELF A VALUABLE WORKER

Stress levels among workers seem to be increasing with the current economy. Twenty-six percent of employees, according to a survey by CareerBuilder.com that questioned at least 8,000 workers, say they are more concerned about losing their jobs compared to last year. And 35 percent of workers report that the office environment has become more competitive with the looming chance of job cuts.

Even with this fear, almost half of workers (49 percent) aren't prepared if layoffs occur â€” they lack up-to-date resumes.

"It's an unsettling time for U.S. employees as the nation works toward creating a healthier economy and job market," says Rosemary Haefner, vice president of human resources. "If you've experienced a layoff, don't get discouraged. It may take longer to find a job, but there are still organizations out there hiring in a variety of areas such as health care, sales, government and education."

CareerBuilder.com offers tips to remain a valuable employee at your company:

â€” Look for other opportunities. Volunteer to take on other projects or duties. Display that you aren't limited to one area.

â€” Become a team player. Share information and supplies; try to work with others in order to benefit the company.

â€” Propose cost-saving options.

â€” Show your accomplishments. Maintain a current report of your achievements and contributions to the company and give it to your boss and supervisors. Make sure to give others credit for help with an assignment.

â€” Keep a positive attitude. Avoid letting negative thoughts and rumors affect your work performance.

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