Ask Jack #186

Find a niche and fill it. See something that isn’t being done very well and do it better. Identify a product that’s not very well designed and improve it. These are all ways to become an entrepreneur. It doesn’t always take a brilliant invention to become a successful business owner; sometimes it’s the simplest of things that will have the public rushing to buy your product or service.

Other ways to success might be the development of the soon to be latest craze, like Beanie Babies, Pet Rocks, Frisbees, or Hula Hoops. Many times these are everyday items, as in the Beanie Babies, but with limited production and a really innovative marketing strategy the demand goes through the roof.

I once read about a man who was making a very nice living simply buying wrecked motorcycles from insurance companies, salvaging the parts, and selling them worldwide via various internet sites. In this day and age, a person can run that type of business right from your home. Freight companies can deliver raw materials to your front door, and then, products can be shipped anywhere in the world…..right from home.

Entrepreneurs are the ones who seize opportunity when it presents itself. When they see the need for a service, they try to find a way to satisfy that need. When they get frustrated with something that doesn’t work as it should, they look for a way to make it better. Look around you. Are there opportunities in your town? Maybe it’s simply the lack of a place to get a tire fixed, brakes repaired, or your oil changed without driving thirty miles.

One person’s inconvenience is another person’s opportunity. If you think you’ve found an opportunity give me a call and we’ll see if there’s a way to help you become a successful entrepreneur.

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