

# 13 Things That Successful Entrepreneurs Will Sometimes Tell You If Asked

It's been said that success breeds success. Learning from others with a successful track record saves valuable time and energy. The following are a potent set of distinctions, that many leading entrepreneurs regard as extremely valuable, for generating increased personal and business effectiveness.

**1 Many entrepreneurs have given up, and won't admit this fact to themselves.** Attempting to live a powerful and satisfying life, while at the same time living in denial, doesn't work. That which is not acknowledged continues to persist. Commit to being radically honest with yourself, and you will dramatically alter the quality of your life forever. Trying to ignore the undesired consequences that are created from blindly going through the motions won't make the consequences any less real.

**2 What separates the stunningly successful entrepreneur from the average or even moderately successful entrepreneur is depth of commitment.** Depth of commitment is something that is created. It is chosen. It creates separation and space. People love being around it. It is highly attractive. It is the polar opposite of attempting to gain acceptance by being one of the crowd. Trying to fit in and be normal will only guarantee boredom, mediocrity and a lot of unnecessary struggle and suffering. Be remarkable. Stand out. Be the person others are afraid to be. Thrive – don't just survive. Although it may not be popular to say, people are simply "not attracted to equals."

**3 If you are not expanding, then you are contracting.** Contentment gives birth to stagnation and failure. Sometimes people will try to hide behind "being content" as an excuse, thinking that it will get them out of situations that they don't want to confront. In the end, however, this always leads to shrinking. It's hard to be happy and fulfilled when one is contracting. In life, you are always facing choices. Some people will pretend they are helpless to choose, but that's simply not true. You can either choose strongly or you can choose weakly. Choosing strongly is referred to as making a growth choice. Choosing weakly is referred to as making a comfort choice. And either way you choose, there will be undeniable consequences that follow.

**4 Don't look a gift Bugatti Veyron under the hood.** When confronted with an opportunity, always "know" to what you are saying "no." Our brains tend to resist, out of fear, any type of change, no matter how supportive and beneficial. This is true regardless of how unworkable one's current life and circumstances may be. The unwillingness to be responsible for this mechanism is a major source of human travail. Life is too short to live in the shadows, while pretending otherwise.

**5 Giving straightforward, competent feedback is one of the most kind and caring things that you can do for someone.** It is not brutal. It is not unkind. It is brutal and unkind not to share valuable and potentially life-changing information with someone and to allow them to continue to unnecessarily struggle. Whether they are willing to accept strong and truthful feedback is entirely up to them.

**6 If you want unconditional love, get a dog.** Mature individuals want clients/customers to adequately compensate them for a quality product or service. By being great at what you do, you will earn respect. People who are respected get considerable support from others. But wanting to be loved and admired just complicates things. Business is a logical activity. It is not an emotional activity. When you keep most of the emotion out of your business decision-making activities, things will run much more smoothly.

**7 Without a bold and compelling future, life is stripped of power, initiative and potential glory.** Clarity is power. You can't hit a target that doesn't exist. You must be clear on what you want your future to look like. This is also called having a vision. Then it's a matter of designing a strategy that will get you there. I realize that the word "strategy" is a highly sensitive word for some people. A strategy can often be thought to work in a brainstorming session, but many times does not work when it comes to real-world implementation. That's why you need a compelling future to drive the implementation component of the strategic process, no matter how sound the strategy may appear. If you do not create your own driving force in life, you will have one by default, and it will probably be one you will not like.

**8 Compliments are cheap.** Especially from potential clients or customers. People many times will use insincere compliments when they feel you might bring up a subject they would rather not discuss. Insincere compliments also help people avoid the discomfort of being directly honest with others. What matters to you as an entrepreneur is, "Do they experience enough value in what you have to offer to write you a significant check for your products and/or services?" If not, there is a good chance they are just patronizing you. It is up to you to create substantial value and insist that people be straight with you. In a successful business relationship with a client, the client must feel they got a great deal from you, and you must come away experiencing that you were well compensated for your work.

**9** Whoever created that great-sounding slogan, “follow your passion/bliss,” has caused a lot of people to get into a good deal of trouble. Passion generated around an unworkable idea degenerates into frustration and failure. Passion generated around a workable idea almost always results in high productivity and quantifiable success. Don’t follow your passion unless you are both highly committed and competent in the domain of what you are passionate about. Life will turn out much better for you if you follow what you are willing to do and are capable of doing.

**10** Deal with people as if they are mature, responsible, healthy, well-balanced adults. Insist on an honest, straightforward relationship based on integrity and mutual respect. If they don’t want to be treated that way, they will leave the relationship. This will be best for the both of you.

**11** Everyone has problems. The bigger you play in life the bigger your problems will be. The important thing to know is that there are two types of people. There are people who actually deal with their problems, and then there are people who don’t. Problems are not fun for anyone. You don’t have to like them. You just have to deal with them. Complaining about a problem is not dealing with the problem, no matter how good you are at complaining. Complaining, justifying, and rationalizing are all poor substitutes for not getting a result. You deal with a problem by dealing with it.

**12** There are two types of relationships: the ones that contribute and the ones that cost. Choose well when it comes to friends, clients, and other close relationships. There are people that give, and there are people who take. In the world of business, these are referred to as the makers and the takers. The latter always ends up being a constant drain of money, time and energy. You are responsible for whom you allow into your life and whom you choose to throw out of your life. Nothing works with people who don’t themselves work.

**13** The willingness to commit to an intended result, and then follow through on it until you accomplish the desired outcome, is real power. It is a complete demonstration of integrity. Integrity is the lynchpin that provides access to performance. Think of it as a tool that you can utilize at all times to get your intended results. There is nothing complicated about integrity. Integrity is simply the willingness to keep your word once given. The key to power is to say what it is that you are going to do, and then to go do it.

*This document was written by Dusan Djukich; the innovator of Straight-Line Coaching and the best-selling author of Straight-Line Leadership: Tools for Living with Velocity and Power in Turbulent Times. [www.straightlinecoach.com](http://www.straightlinecoach.com)*

*© All rights reserved. Copyright Straight-Line Coach Worldwide.*