



Entrepreneurial Insanity: When Doing The Same Things Do Not Produce Different Results, It's Time To Do Different Things!

Roger T McManus

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Your dream was to open your own business. No more bosses for you! The pride of ownership and the freedom to do as you please. Sounds nice! The reality might not be as pretty. You probably just traded one job for another. The anxieties are different, but they are there just the same. Often the anxieties of business ownership are far greater than any that a boss could ever place on you. Many factors contribute to Entrepreneurial Insanity. And, many of them can be managed in ways not always apparent to the business owner. Ironically, managing the most challenging parts of business ownership is achieved by steadily and purposefully removing the owner from the business altogether. After all, the objective of owning a business is so the owner does not work in it. All too often business owners think their dreams have been met by getting the business open when the real success occurs only when the business is in a position to be sold - whether it is or not. Until then the business has essentially no value. Owners cannot sell themselves. If the owner is important to the business, it cannot be sold. Entrepreneurial Insanity, explores all of the mental re-sets necessary to shift small business thinking to entrepreneurial thinking. Only then can the business owner fully distinguish the difference between running the business and owning an asset. Only an asset has value. This book leads the reader to the all-too-obvious conclusion that to achieve the true goal of business ownership - personal freedom - it is time to do different things.

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