

## **Want To Become a Successful Entrepreneur? Check Your Readiness First.**

*Aspiring entrepreneurs can now download the e-workbook '7 Check Points For Aspiring Entrepreneurs' at Yes to Me to check their mental, emotional, and practical readiness as entrepreneur.*

For Immediate Release

Portland, OR - Starting a business requires not only business knowledge but also a shift from the paycheck mentality to the entrepreneur mentality. Akemi Gaines, life purpose and entrepreneur coach at Yes to Me published a downloadable e-workbook '7 Check Points For Aspiring Entrepreneurs' to encourage new entrepreneurs to self-evaluate this often neglected requirement for business success.

The 16 page workbook asks targeted questions in the following seven areas:

- 1.Motivation: The power of strong and sustainable motivation
- 2.Strengths and Weaknesses as Entrepreneur: How to realize the strengths that often go ignored
- 3.The Market: Understanding the market and its needs
- 4.Vision: The big picture of the business and its owner
- 5.Team Building: Strengthening the business by building a winning team
- 6.Risk Management: The biggest difference between an employee and entrepreneur
- 7.The Money Challenge: Testing the market and planning the cashflow

It supplements the traditional entrepreneurial education often offered at Small Business Development Center and Chamber of Commerce.

“There is more to becoming an entrepreneur than business knowledge and professional skills. Learning the entrepreneur mentality can be the critical differentiating factor that separates successful entrepreneurs from wannabes who never make the leap or struggling business owners who work with the employee mindset.”  
says Akemi Gaines.

More and more Americans are aspiring to start their own businesses. Intuit's survey, conducted by an independent market research firm, shows that 72 percent of Americans aspire to run their own company. (October 11, 2007, USA Today column in Money, Small Business) As the economy cools down, increasing number of people are let go from their jobs, disillusioned with the idea of job security. They are looking at entrepreneurship as an attractive alternative to conventional employment. Others transit directly from their paycheck jobs, seeking more meaning and reward for what they do. The workbook helps all these readers.

“It may feel like a lot of work to think about and answer these questions, but the time spent on this workbook will prove indispensable as the new entrepreneur proceeds with their business ventures.”  
maintains Akemi Gaines.

'7 Check Points For Aspiring Entrepreneurs' can be downloaded at Yes to Me for \$2.95. More inspirational stories and useful information are also available at the website.

#### About the Author

Akemi Gaines writes regularly for Yes to Me, a blog about life purpose, passion, and entrepreneurship. She also offers one-on-one coaching program called Conscious Entrepreneur. She resides in Portland, Oregon, area, but she takes clients nationally because her coaching is facilitated by phone. She is passionate about helping people become successful entrepreneurs.

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#### Keywords

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