

## What Brings Business Success?

If you are planning to start a business, you've probably heard you either should fill a need or start with your passion.

So which is correct?

"Probably what aspiring business owners need to remember is that neither need nor passion can guarantee business success," says Glenn Muske, rural and agribusiness enterprise development specialist for the North Dakota State University Extension Service. "It is probably a combination of these two elements that provide for a strong business launching pad."

Passion alone can go a long way in helping you persevere as delays, roadblocks and frustrations grow. If you have that burning desire to work in a certain field or discipline, then that desire will help you get through the tough times. Without that spark, the first moment of frustration easily can become a mountain blocking your progress instead of just a bump in the road.

"Yet succeeding just because you are passionate about your idea can be a myth," says (insert local name, title and county office). "You can be willing to pour all your time and money into a business idea, but if no one wants it, then failure is inevitable."

To be a successful business owner, you need to do an analysis of the possible products or services your passion might offer before ever opening the door of your business, according to Muske. For example, someone interested in growing plants might start a greenhouse or a service to care for the plants in commercial buildings, or he or she may get a chance to teach this art to others.

"What the business owner must do is channel his or her interest into what the market wants and is willing to pay for," Muske adds. "The willingness to pay for it and to pay enough so that the business owner can make a long-term profit is critical."

So what makes doing this so difficult?

\* We have an aversion to planning - When we think of planning, we think work, wasted time and expensive. But this need not be the case because tools exist to make doing a feasibility plan easier.

\* People starting a business often cannot get out of their own way - We may get fixated on an idea and are unwilling to look at options. Or we may feel we are surrounded by naysayers and decide we need to do it our way.

\* We see the options and then try to create a business that covers all of them - Instead, we should be focusing on the one that makes us happy and makes us money

\* None of the options are viable – However, we keep trying and trying and trying.

For help in developing and studying your options, contact your local Extension Service office, go to NDSU's Small Business Support website at [www.ag.ndsu.edu/smallbusiness](http://www.ag.ndsu.edu/smallbusiness) or visit the national eXtension site for entrepreneurs at [www.extension.org/entrepreneurship](http://www.extension.org/entrepreneurship).

Muske recommends you also develop a team of local advisers, including a banker, accountant and other trusted individuals, who can help you develop your options, provide an outsider's perspective and challenge your assumptions. This team can be invaluable to achieving long-term success.