

Small business owners are NUTS!

By Penny Gould

Small business owners are a diverse group of people. They come from different backgrounds and their reasons for starting a business are varied.

But I have discovered that successful small business owners share some common characteristics; primarily, they are NUTS.

First, they have found their Niche in the world. They have discovered and are focussed on what they do best.

Successful small business owners aren't trying to be all things to all people.

They know what they are good at and they market their particular product or service to those who need and appreciate their particular expertise.

Small business owners are also Utopian.

They have the vision to see how they can make the world a better place and are striving to make it reality. They are passionate about the difference they can make in the lives of others and them-



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- Penny Gould, Stony Plain & District Chamber of Commerce



selves and this vision drives them forward.

These amazing people are also Tenacious. Don't try to tell them that something can't be done.

They have faced and overcome many obstacles and will continue to do so, in spite of what anyone else may tell them. And with each challenge that is faced, they only grow stronger and more determined to achieve their goals.

Lastly, successful small business owners understand the importance of Service. Service to their customers,

to their employees, to their families and to their communities. Service is at the heart of everything they do and stands as the guiding principle when faced with difficult decisions.

In a nutshell successful small business owners have found their Niche, they are Utopian and Tenacious, and Service is at the heart of their business. If you are thinking about going into business for yourself and someone tells you that you're crazy, just look them in the eye and tell them you're not crazy, just NUTS, and proud of it!