



Matt Henderson:

Good morning Business Mind podcast listeners. Do you know what it takes to be an entrepreneur? I hope so.

Hey guys, it's Matt from the Business Mind Podcast. Today, we are talking about the top three things that it takes to be an entrepreneur. And I say it because I get asked this all the time, my wife will talk to me about stuff and she makes it almost sound like it's magic what I'm doing, but it's actually not. It's a very systematic way that you go about just being an entrepreneur. It's not foolproof, but these are just my top three things that I would say are helping me get to where I want to be and definitely going to help you get where you want to be. So, I figured we should just discuss it real quick today.

So, the number one thing for being an entrepreneur, and I bet it's exactly the opposite of what everybody thinks, is skills. You need skills and I'm not saying, "Oh, he's got entrepreneurial chops," or something. Nothing like that at all. I mean, you need to gain a skill that everyone wants, or other people aren't willing to do, is actually an even better skill.

So what I say is for me, I went with like, like I've been saying, I'm working into digital marketing. So, I actually just signed my first clients the other night and I'm really excited about that. But what it took was having a skill that other people didn't have, or didn't want to take the time to learn. Now for me, it was starting out in... I'm already in an e-commerce space, so that part of things was not very difficult for me. But some of the other stuff where I even picked up skills in SEO, so search engine optimization. Website design, so I can build out everybody's full websites. And then I went heavy into click funnels, which not many people in the whole world build click funnels, but having a sales funnel and stuff like that is another skill that I added to my repertoire.

So, they are my top skills that I'm bringing into the digital marketing space, because that's what I want to add to other people's businesses. Because one, I was able to add to my own. And two, I actually really enjoyed doing this stuff. So, that's why it's said you have to have skills. You got to pick what your skill is and you have to be better at it than other people.

At bare minimum, you have to be willing to put in more time being proficient or at least a leader in the space of the skill that you're learning. So, my suggestion would be to immerse yourself like I've spoken about in so many other episodes and the skill that you want to learn and then conquer it. So, that's my number one on the list. Get a skill, and take it to a level that other people are not.

Pick the skill that other people are not willing to do. Maybe you find it interesting... Sorry, I'm a little stuffy today. Maybe you find it interesting and other people don't. A lot of times that's a big part of it. Other people just don't want to sit down and learn it. So, that's my number one.

My number two skill, now this one kind of ties right in for me and it worked out very well. Marketing. Number two skill is mark. Most people don't want to learn marketing. They actually don't care for it. I think it's a misconception. They don't really even know like what's entailed with marketing. But if you can't market your business, you might not have a business at all, and it'll happen very quickly.

So, marketing the skill to every business owner and every entrepreneur has to have. You need to have it. You need to be able to do it for yourself. Not forever, but even if you can be highly efficient at marketing, then you can know going forward, if you're hiring the correct marketing team, you would know. So, that makes it a skill that's worth having in and of itself. If nothing else then down the road when you're a big enough company, you could hire somebody else. You know exactly what you're hiring. You're not getting burned by people who're telling you they're doing a great job and really they're not doing anything for you. So, that's the second skill, right?

We got your skills and we've got your marketing, top two things. What do you guys think the last one is? This one should seem obvious. And I almost put it as another number one, but I think if you can do the first two things on the list to be an entrepreneur, then this one will really solidify you as a top earner, and that's sales.

You have to be able to sell in order to be an entrepreneur. And if people tell you, you don't need to be able to because you can hire sales, they're lying to you. Yes, you can hire salespeople, but nobody is ever going to sell your business, your products, you; they're ever going to sell you better than you can. So, that is one of the traits that just cannot be outsourced. You have to be able to sell yourself, your product, your business. Whatever it is, you need to be able to sell.

So, I've had a lot of people tell me that you can't train other people to sell. If someone's not good at sales, they're just not good at sales. And I do not believe that at all. I don't think everyone will be exceptional sellers, but I do believe that everyone can be taught to sell at some capacity.

I don't necessarily think everybody's going to be the top earner, but everyone can learn sales skills, and it's just their own version of it, typically, that they get best at. And then some people's versions are better. So, it's 100% the biggest thing you need to be able to do in your life and in your business is, you've got to be able to sell this stuff.

And I know you're thinking, "Well, obviously. I mean, you got to sell to be in business." But a lot of people just think you can hire sales people to just handle it for you. I don't care if you're selling a physical product, a digital product, selling yourself for a service; it doesn't matter. You have to be able to sell in order to be in the entrepreneurial game.

So, those are my top three traits for all entrepreneurs to focus on if you want to even be an entrepreneur. Top three things I would just look at, I would focus on it. Take a look at your own levels in each one of the three. What skills do you have that other people do not have, or are not willing to put in the time to learn? Two were marketing. How is your marketing? Are you taking the time to educate yourself on it and be somebody who is proficient and does effective marketing?

And three, don't forget, you need to be able to sell. Sell yourself, sell your business, sell your products; whatever it is you need to be able to sell. These are the three things that every entrepreneur needs to have in order to be successful.

So, if you guys are really enjoying these podcasts, if you could take the time today, or as soon as you possibly can, if you're listening on iTunes, please leave me a review on iTunes. Tell me what you think. Share the episodes, tell people that this guy's crazy, talks too fast, whatever. I don't care. I just want to hear what you think.

And if you're listening anywhere else, I would really appreciate you going and leave me a review there. I know some people listen on Spotify and Google Podcasts and a bunch of other places. If you could just leave me a review, I would greatly appreciate it.

And for everyone who's listened, I sincerely appreciate you coming here and listening to me. I mean, I know I spend the time and I really appreciate you guys taking your time to listen here and educate yourselves through my podcast.

So, I hope everyone has a great day today. It's Saturday. It's gorgeous here. It's really cold. I mean, 37 is cold to me, and I'm heading into the shop. So, I hope you guys have an amazing day and I will see everyone again soon.