

FIND A NEED AND FILL IT NOW!

Do what you can, with what you have, where you are- Theodore Roosevelt

Sometime this year, a client came to me and presented a business plan to help him assess. It was on Salon business, he had got great concepts on running the salon focusing on customer service. The business plan was fine tuned but he had not the heart and time to start. Reason: he was too consumed with his Job (He worked in a commercial Bank) and had got lots of other commitments. Up till now, he has not started. However, between the time we met and now, two salons have started and doing very well within the location he proposed using most of the concepts he thought were exclusive to him. In fact, one of the salons rented the same complex he had negotiated for earlier but did not make commitments!

Have you not discovered that while you are still musing on an idea in your mind, another person somewhere is making it happen? Are there not times you see an advert/article on the dailies or watch something on the T.V. and you immediately say in your mind: I had thought about this idea? Most of us have great ideas yet we simply don't know what to do with them.

You need to know that ideas are like radio waves which are captured when we tuned to their frequencies. They are intangible, and can be gotten by anyone at "the particular frequency" so to say. This implies that the ideas you have today which you are yet to act upon might be generated by somebody else who is ready to implement immediately in no time. As long as there is an unmet need, ideas must be generated. So the issue is who will meet the needs first? There are several needs that should be met around us and perhaps you, the reader, already have ideas on how to go about some of these things which can fetch you millions if only you will act on them?

The question today is: when will you act on this idea(s) you have been nurturing for some time now? All your skills and experiences you have gathered over the years are worth more than you can ever think if only you will look around and find a need you can meet based on your passion and experience and begin immediately to take steps. Sometimes you see all the signs around you and greatly feel a burden to begin but yet you would not just start? Do you know all you need to ever do is to take action on the ideas that you have presently and more ideas will follow? Ideas beget ideas. You may not have all you need *but you can start with what you have even on part time basis*. Don't be afraid to take that step now.

Henry Thoreau says: **"If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with success unexpected in common hours. He will put some things behind, will pass an invisible boundary; new universal, and more liberal laws will begin to establish themselves around and within him; or old laws will be expanded and interpreted in his favor in a more liberal sense, and he will live with license of a higher order of beings"**

from the depth of your heart that you ought to be doing? Are you enjoying what you do? Is it giving you all the comfort and pleasures that you have always desired? When will you ever begin to do what you really think you should be doing? Have you not considered the countless number of lives that will benefit from the need you could meet if you decide to give your time and effort filling their needs? Is your Job challenging at all? Do you think your potentials are being optimized presently? Can't a High School graduate do your job conveniently with proper training? Have you at all thought about what you will gain in return in terms of money if you decide to put your ideas into action? You have been making somebody else very rich, when will you become one yourself? Your take home pay, does it take you home? If you happen to lose your job now have you gotten anything to rely on? If you are a Banker, I learnt that the average banker is as good as his next pay check, after that nothing else! For how long will you continue to live your life this way? Which other streams of income do you have? When will build your other streams of income? The truth is that if your outgo consistently exceeds your income, you can never be rich or fulfilled (**this is called the law of economic determinism**).

Come to think of it: the clothes you wear are someone's idea, making the person rich. The car you drive is making another rich. The house you live (if rented, you are the one paying the landlord's children school fees), the system you are using now, the chair you sit, the TV you watch, the magazines you read, the food you just ate, your wristwatch, shoes, bags, phones, weave- on, perfume, jewelries are all someone else ideas and are making some people rich! When will your own idea begin to fetch you money?

Fortune befriends the bold

Below are some excuses some people have:

1. I don't have time for any other thing, my present Job is time consuming
2. I don't have the necessary capital to start my business
3. I am afraid
4. I am waiting for the perfect time
5. I don't have the training or skill required to start so I need more time on the Job
6. I will start some day
7. I don't have the contacts
8. It will require me to employ people and I hate to deal with employees
9. Where will I start from, I am too old now
10. I can't quit my Job now because of my family
11. I can't find anyone who wants to help me

Could these be the excuses you have also? These are common challenges every entrepreneur will face but definitely will surmount. *You only need to find out how if you are earnest enough.*

Upon the plains of hesitation are the bleached bones of countless millions, who on the threshold of victory sat down to wait, and in waiting they died - Author Unknown

Abiodun Adetula



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