

*5 Key
Ingredients
of
Entrepreneurial
Success*



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Five Key Ingredients of Entrepreneurial Success

What if you could own a business that was the highest expression—the *opus magnum*—of who you are and what you’re here on earth to do? What if you could own a business that was—dare you dream it?—*successful*?? What if you could own a business that you LOVED???

YOU CAN! YOU CAN! YOU CAN! Honest!

It takes work. It takes perseverance. It takes knowledge. It takes skill. It takes love. It takes strong FAITH and unflinching PURPOSE.

It is NOT for the faint of heart!

I present here what I consider to be the **Five Key Ingredients of Entrepreneurial Success** (plus a few extra tips). Though I write this document from a Christian perspective, and though I write it primarily for women who are conceiving or already in a service-based, heart-centered business, the principles may be universally applied.

I pray this e-book serves you, inspires you, and takes you one step closer to creating (or re-creating) the business of your dreams.

Welcome to Our Community of Purposeful Entrepreneurs!



Clarity. Confidence. Courage. Commitment. Competence. These are some of the **results** you can expect to see as a purposeful, successful entrepreneur. Oh, and one more “C.” You can expect to see **C*A*S*H**, and plenty of it, once you prove yourself to be a good steward of the gifts, talents,

and provisions God delights in giving you.

Becoming a purposeful, successful entrepreneur is a process, a journey, a marathon even.

- You need to **pace and nourish** yourself along the way.
- You need to **keep learning**.
- You need to **seek guidance** from wise ones who are *at least* a few steps ahead of you—entrepreneurs whom you respect and admire.
- You need to seek direction from God.

As a result of focusing on the **Five Key Ingredients** listed below, I've attained—and continue to attain—more **Clarity, Confidence, Courage, Commitment, Competence, and Cash**. Have I achieved *all* I intend to achieve? Absolutely NOT. I intend to grow and learn and achieve and accomplish until the day I die. But in three short years I've already made a significant, positive difference in my own life and in the lives of others. And, when you get right down to it, isn't that the PRIMARY REASON we're in business?

How 'bout you? Are you ready to make a **lasting contribution** to the world and share your gifts with confidence, commitment, and joy? Is *now* your time to succeed as a purposeful entrepreneur?

I keep hearing that 80% of businesses fail. Ouch. If that statistic is anywhere close to being true, it's not only a sobering thought . . . it's enough to make somebody not go into business in the first place. I would submit to you that *only if*:

- (1) You have a **burning desire** to become an entrepreneur,
 - (2) You know how to help **particular people** solve **particular problems**,
 - (3) You're a **life-long learner** who's willing to **take risks** and **make mistakes**,
and
 - (4) You feel **truly called** to become a small business owner
- . . . should you do so.

Otherwise, I suggest you pour your gifts, skills, knowledge, and dreams into a career or avocation that brings you joy.

Because of the techno-world we now live in, and because of our ailing economy, more and more people are thinking about starting their own business. A few weeks ago, I saw a man interviewed on national TV who claimed he started his online business on less than \$100. He hadn't been in business long enough to tell us any RESULTS, but his point was clear. One *can* open a business these days on a shoestring—and with no experience or training whatsoever.

I advise against this! *If you sense a calling to open or grow your own business, yet . . .*

- You lack training, then get it.
- You lack creativity, then pray for it.
- You lack clarity of purpose, then seek it.
- You have no mentors, then find one.
- You have limited social or spiritual support, then reach out for help now.

The **roadblocks to success** are many; however . . .

they can be overcome regardless of where you are on your journey!

When I was considering leaving my legal career and opening my own coaching and mentoring business, I didn't realize just how important **Clarity of Purpose** is. I was certain God had called me to enter the world of coaching/mentoring/consulting. I could feel it in my bones. I knew it in my heart. But I had no idea whom I was meant to serve or exactly how I was meant to serve "them." (Sound familiar?)

I became a Certified Life Coach, then a Certified Career Management Coach; but neither certification path helped me *fully grasp* what it was God had called me to do nor which group of people was most in need of my gifts and skills.

I created a massive website then tore it down for myriad reasons and created another. *Two* more websites actually. (Keep in mind that these efforts took hours

and hours and dollars and dollars and disappointment after disappointment.) I resisted networking; arranged no speaking gigs; and didn't call people to see how I might be of service. Basically, I stayed inside my home tethered to my phone and computer. Hmmmm. Not the Jory I was accustomed to! (*Who was this person??*)

It wasn't until I became certified as a True Purpose™ Coach that I understood with all my heart and soul and mind and strength how *and whom* I could serve the best. Sweet.



When I started Jory Fisher & Associates, Inc. in August 2008, I thought what I really, really needed was:

- 1) One or two coaching certifications . . . and people would come to me.
- 2) A strikingly professional website . . . and people would come to me.
- 3) A heartfelt desire to serve . . . and people would come to me.
- 4) Business cards and stationery (*just the right color!*) . . . and people would come to me.
- 5) A sharp-looking logo . . . and people would come to me.

I'm here to tell you, becoming a successful entrepreneur requires certain ingredients.

Yes. But.

Though THOSE five may be nice, and THOSE five gave me a sense of satisfaction,

They are NOT the Five Key Ingredients of Entrepreneurial Success!!!

So what *is* essential? What *must* you have?



After interviewing **over 100 purposeful entrepreneurs** as the radio show host of *Heart & Soul* . . .

After successfully building a **God-guided, purpose-driven, heart-centered business** myself . . .

I hereby declare these to be the

Five Key Ingredients of Entrepreneurial Success

Key Ingredient Number One

You Must Know Your God-Given Purpose! You must be clear on Whose you are, who you are, whom you're meant to serve, what pain you're meant to relieve, and/or what problems you're meant to solve. Basically, what specific gifts do you bring and for whom are they intended? Not knowing your unique purpose leads to confusion and frustration as an entrepreneur. Many coaches and consultants, for example, just can't seem to get a handle on their "target market." Without that certainty, they waste time, money, and energy; and their dream of a successful business is put on indefinite hold. *With* that knowledge come **Clarity, Confidence, Courage, Commitment, Competence, Clients** . . . and **Cash**.

Key Ingredient Number Two

You Must Acquire a Profit Motive and Prosperity Mindset! You must be clear on how much money you *need* to make, how much money you would *like* to make, and how much money is the *right amount* to charge for your services. You must *pay attention to your money* and trust that God wants to bless you richly so that

you may in turn richly bless others. Allow money to flow through you and transform lives. *Gracefully Give and Gratefully Receive with an Attitude of Abundance and Joy!*

- If you don't have a healthy respect and appreciation for money—
- If you don't manage it carefully—
- If you don't think you deserve to be compensated adequately for your work—

Then monetary success will elude you and your business will inevitably fail.

Equipped with a profit motive and prosperity mindset, you'll enjoy more **Confidence, Courage, Competence**, and (of course) **Cash**.

Key Ingredient Number Three

You Must Dispel All Limiting Beliefs! I've seen talented woman after talented woman hold herself back because of Doubt, Fear, and Worry. Seek help. It's not easy to slay that Three-Headed Dragon on your own. Work with somebody who will guide you through to the Other Side—to **Confidence, Courage**, and **Peace**. Henry Ford was spot on when he said, "Whether you think you can or you think you can't, you're right." If you're too afraid to speak in public or state what you're worth or follow-up with prospects, you simply won't do it and your business will suffer. Share your gifts with the world freed from egoic constraints, and we will all benefit!

Key Ingredient Number Four

You Must Design and Consistently Implement Your Marketing Plan! A strategy that consists of a few marketing practices, *consistently implemented*, is much, much better than a scattergun approach of occasional, unplanned forays into the marketing world. Client-serving, heart-based entrepreneurs, for example, have to speak, network, and reach out to prospects. Those are Marketing Musts. If you spend too much time on Facebook, Twitter, or YouTube, especially without a strategic plan, you'll fall into the trap of thinking you're working smartly and diligently on your business when in reality you're not! Better to ask yourself: How many calls have I made? How many speaking engagements have I arranged?

How many networking events have I attended? . . . than to spread yourself too thin. With consistent implementation of your marketing plan, you'll increase your **Competence, Confidence,** and . . . most certainly your **Cash.**

Key Ingredient Number Five

You Must Develop Mandatory Practices for Powerful, Purposeful Performance!

You long to be a high performer? A woman who achieves what she sets out to accomplish? A woman who attains strength and wisdom from the Divine? A woman who makes the difference she is called to make? Then you need to put practices and accountability structures in place or, I assure you, you will fall back into old habits, old ways . . . and the world will *not* receive your full blessing. Create and stick to a plan for prayer, devotionals, physical exercise, and R&R (rest & relaxation). Set aside time for your family and friends. Commit to one or more accountability partners who will help you stay on course and achieve your dreams. Form a team of advisors. Develop a business plan. Hire a coach, mentor, guide, or consultant. Do not try to do this on your own! With practices and accountability structures in place, you will greatly enhance your ability to acquire **Clarity, Confidence, Courage, Commitment, Competence, Clients,** and **Cash.**

There you have it:

Five Key Ingredients of Entrepreneurial Success.



One more thing. If you are serious about becoming a successful, or *more* successful, entrepreneur, I suggest you think long and hard about your **values** and how you wish to show up to the world . . . consistently. As Master Marketer Suzanne Evans says repeatedly,

“How you do anything is how you do everything.”

Is **distinction** important to you? Display it!

Is **excellence** important to you? Portray it!

If you are a service-minded, heart-centered aspiring or emerging entrepreneur, then be sure to

Serve with Distinction, Excellence, and Clarity of Purpose.

And You’ll Experience the Joy of Entrepreneurial Success.



Listen to the words of two successful, experienced entrepreneurs who sought greater clarity of purpose in their life and business:

“I’ve discovered what I’m here to do, and when I bring that to my clients... wow, everything changes, and I’m free to do my best work – which means that my clients succeed more quickly, then they’re able to do their best work, and the ripple effect just keeps going.



Even beyond knowing my purpose and being able to bring that into my client work, the True Purpose™ process has taught me how to check in to be sure that I’m on the right path. I’ve developed a series of practices that keep me centered and living purposefully, and I’ve never felt better – even though I’ve had some significant personal challenges. Thank you, Jory!”

Julie Fleming, JD, ACC

Business Development Coach/Consultant

“I am no longer searching for answers. I am now able to connect easily with my trusted source and confidently act upon the guidance given. For the first time in my life, I don’t have to second guess my path. I have an inner knowing and self-reliance I never had before.



Once I received my mission statement from my trusted source, I began to share and embody it, both professionally and personally. As a result, my business has grown, new opportunities are coming far easier than before, and my personal relationships have been enriched.

Jory, your dedication, heart, wisdom, and humor make you the ideal guide. It takes a very special and grounded person to lead someone on such a meaningful journey, and you are perfectly suited for this coaching role. I’m filled with gratitude for the gifts you have given me.”

Maripat Abbott

Certified Life Coach
Certified Yoga Instructor

No doubt about it. Implementing these **Five Key Ingredients** will help you become a successful, or *more* successful, entrepreneur.

If you resonate with this message and desire more

Clarity, Confidence, Courage, Commitment, Competence, and C*A*S*H!!

Email or Call me Today

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to discuss how I can support you.

I look forward to connecting with you soon!

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About the Author



Jory H. Fisher, JD, specializes in helping women of faith get crystal clear on their mission, message, and marketing strategies so they can dramatically increase their influence and income and glorify God through SUCCESS!

Jory holds professional coaching certifications from the **International Coach Federation**, the **Christian Coaches Network**, the **True Purpose™ Institute**, the **Institute for Life Coach Training**, and the **Career Coach Academy** and is the host of the popular internet radio show *Heart & Soul for Women of Faith*.

A Phi Beta Kappa, *summa cum laude* graduate of Southern Methodist University, Jory earned her master's degree in Spanish from Middlebury College and her Juris Doctor from the University of Virginia.

She served as a practicing attorney for almost 20 years and as a founding faculty member and associate dean of Liberty University School of Law from 2004 to 2008, when she launched her coaching and mentoring business.

Jory and her husband Dave live in Bel Air, MD, and are the proud parents of seven grown children.