GO IT ALONE

The Secret To Building A Successful Business On Your Own

BRUCE JUDSON

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MAIN IDEA

The era of the go-it-alone entrepreneur has arrived.

Specifically, technology in the form of e-mail, the World Wide Web and a broad array of off-the-shelf and on-demand business services now makes it easier than ever for anyone to start and build a tightly focused business enterprise. When this technology is combined with a sound business idea, any individual can create and grow their own business. Even more impressive, it's possible to stay small but still reap sizable profits because the leverage of technology means the go-it-alone entrepreneur doesn't need to build an entire corporation to sustain the business entity.
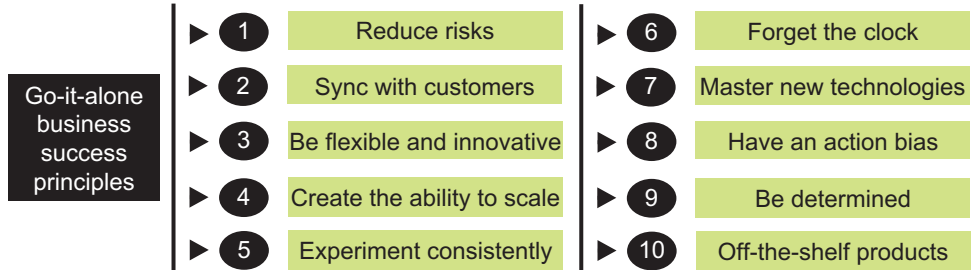
"When you're on your own, you know you're capturing the full value of your work. If you work hard, you're the one who reaps the rewards. When you accomplish something, you get the financial rewards and you have the satisfaction of knowing that you're benefitting from your efforts. Over the past few years, changes in the way businesses work and in supporting technology mean there has never been a better time to start your own business."
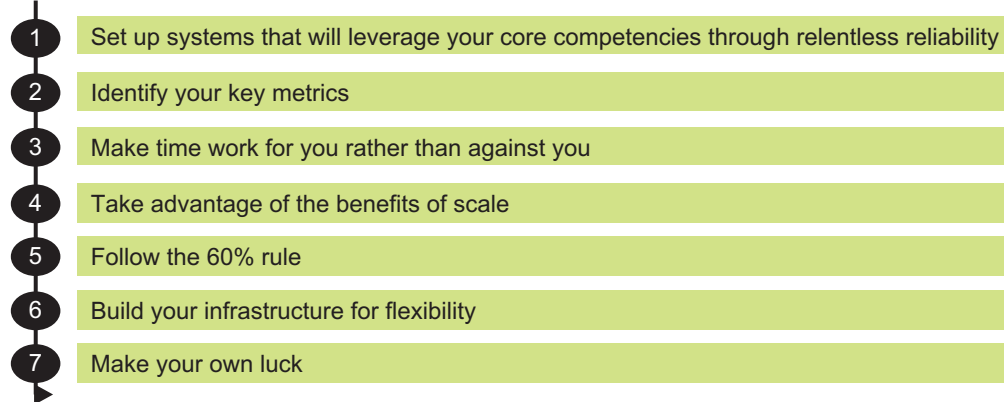
– Bruce Judson

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Go-it-alone business entrepreneurs are a fundamentally new class of start-ups. They have never before been feasible because the requisite technology infrastructure has not existed until recently. The years ahead look exceptionally bright for individual entrepreneurs.

Go-it-alone business success principles

▶ 1	Reduce risks	▶ 6	Forget the clock
▶ 2	Sync with customers	▶ 7	Master new technologies
▶ 3	Be flexible and innovative	▶ 8	Have an action bias
▶ 4	Create the ability to scale	▶ 9	Be determined
▶ 5	Experiment consistently	▶ 10	Off-the-shelf products

Founder's own skills and passions

1. Set up systems that will leverage your core competencies through relentless reliability
2. Identify your key metrics
3. Make time work for you rather than against you
4. Take advantage of the benefits of scale
5. Follow the 60% rule
6. Build your infrastructure for flexibility
7. Make your own luck

▼

A successful, sustainable business

The general public has been schooled to believe starting a business is extraordinarily difficult and requires going against overwhelming odds. This isn't always the case. To get going, you'll first have to overcome all the myths people blindly accept as fact when it comes to start-ups.

Go-it-alone entrepreneurs have learned some valuable lessons about building successful businesses. It makes good sense, therefore, to take on board the concepts and principles that have already worked for others. This is the business equivalent of avoiding the need to reinvent the wheel over and over. Astute business builders emulate what others have done right.

Before you get caught up in your enthusiasm for a new business idea, take a reality check. Stop and look at your idea dispassionately and realistically. Differentiate between a hobby and a viable business concept. Don't get caught up in any self-generated irrational exuberance, but think things through carefully.

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