

putting **Podcasts** to work **for Business**

"Am I An Entrepreneur?" Information Sheet

Do I have what it takes to be an entrepreneur? How would I know where to start? Can I be successful? Will I make enough money to support myself and my family? Am I too old to get started? Am I old enough to run a business? What's my first step?

These questions probably sound familiar if you have been considering becoming an entrepreneur. There are many tools to help you answer these critical questions to chart your course for success.

What inspires people to become an entrepreneur or create their own business opportunities? This is a great question to ask yourself as well as entrepreneurs that you meet. There are many motivations including: financial or emotional needs, the desire to work for myself, a great idea, a need for fulfillment, excitement associated with a risk or new adventure, or sustaining a family legacy.

What are the outstanding qualities of successful entrepreneurs? Research indicates that entrepreneurs often possess similar qualities such as creativity and big picture thinking, healthy self-esteem and confidence, motivation and drive and goal orientation. These shining traits should also be balanced with realism and focus.

- Industry Canada reports that sole employment has had positive impacts on the total economic growth. Here are a few points of interest about business in the province and the country.
- Alberta Industry reported in 2006 that self-employed workers represented around 15 percent of all employed workers in the Canadian economy. The number of self-employed in 2006 was 2.50 million, after peaking at 2.51 million in 2005. In Alberta in 2005, 37.5% of self employed people were women. There are a reported 315,000 Alberta businesses and about ½ of these are businesses that don't have a registered work force; that is businesses without employees. This could represent family businesses or businesses that hire on contract status.
- According to Industry Canada, as of Dec 2006, there were 2.3 million Canadian business establishments.
- Small businesses that have less than 50 employees make up 94% of all businesses in Alberta.

The realities of self-employment and starting your own business are not all positive; there are risks involved. Statistics show that only 70% of new business ventures are successful in the first year; with only 20% successful in the following 3-5 years. How can you safeguard yourself and your business to ensure you are one of these success stories??

- Do your homework and research
- Determine if being an entrepreneur is an option for you

- Talk to entrepreneurs, small businesses and business serving organizations
- Research a market for your service or product
- Research seed funding, start up costs, and other financial planning aspects
- Develop a business plan
- Create a marketing plan
- Associate with other entrepreneurs (e.g. via the associations listed below)
- Plan to be successful
- Create contingency plans
- Find a mentor or coach
- Review and adjust/update your plans

There are many Entrepreneur questionnaires that can help you determine whether this is an option for you. The Business Development Bank of Canada (BDC) has an online (free) questionnaire titled, *Entrepreneurial Self Assessment*. The Business Link has a number of free checklists and questionnaires including "Points to consider when starting your own Business" and "Characteristics of a Success Entrepreneur". Alberta.com also has a questionnaire titled "Is running a business for me?" The Business Start Up Assistant (www.bsa.canadabusiness.ca) through the Government of Canada publishes a number of links, magazines, portals and organizations that can help get you started.

Community Futures has a very valuable resource titled "Am I an Entrepreneur." Contact your local Community Futures office or website to access this resource or to obtain assistance in determining if entrepreneurship is for you!

Dr. Maxwell Maltz, a physician who wrote about the connection between self image and achieving goals states "Often the difference between a successful man and a failure is not one's better abilities or ideas, but the courage that one has to bet on his ideas, to take a calculated risk and to act."

Here's some questions to consider in determining if entrepreneurship is for you...

Are you interested in starting your own business venture?

YES ___ NO ___

If you are, why have you decided to start your own business?

What is your business idea?

What resources do you have to help you in starting a business?

What resources would you need ?

Where could you get that assistance?

Entrepreneur Resources

Alberta Employment, Immigration and Industry
www.employment.alberta.ca

Alberta Entrepreneurs Association
www.aea.ab.ca

Alberta E-Future Centre
www.e-future.ca/alberta

www.Albertafirst.com - entrepreneur checklist

Business Development Bank of Canada. Entrepreneurial Self Assessment.
www.bdc.ca

Business Link
www.cbcs.org/alberta

Canada Business Services for Entrepreneurs
www.bsa.canadabusiness.ca

Centre for Entrepreneurship- Alberta
http://www.wd.gc.ca/7635_ENG_ASP.asp

Community Futures
www.cfna.ca

Conseil de developpement economique de l'Alberta
www.lecdea.ca

Entrepreneur.com
www.entrepreneur.com

Entrepreneurship Learning Centre
www.elcnetwork.ca

Government of Canada
Alberta-Being an Entrepreneur
www.bsa.canadabusiness.ca

PREDA
<http://www.peacecountrycanada.com>

Réseau de développement économique et d'employabilité (RDÉE) (Economic Development and Employability Network)
www.lecdea.ca

Western Economic Diversification Canada
www.wd.gc.ca

Women in Business Resources

Alberta Women Entrepreneurs
www.awebusiness.com

Business Blaster- For women entrepreneurs
<http://businessblaster.ca>

Canadian Women's Business Network
www.cdnbizwomen.com

CAWEE- Canadian Association of Women Entrepreneurs
www.cawee.net

E-Women Network
www.ewomennetwork.com

Mompreneur Centre
www.themompreneur.com

Roaring Women
www.roaringwomen.com

Youth Entrepreneurs Resources

Advancing Canadian Entrepreneurship
www.acecanada.ca

Alberta Youth Entrepreneurs Camp
www.entre-corp.com

Canada 4-H Council
www.4-H-Canada.ca

Canadian Youth in Business Foundation
www.cybf.ca/entrepreneurs

Community Futures
www.cfna.ca

Junior Achievement of Canada
www.jacan.org

Kids Invent Canada
www.kidsinvent.ca

Canadian Rural Information Service
Entrepreneurship and opportunities
for rural youth pathfinder
www.rural.gc.ca/cris/youth/index_e.phtml

Mancap Foundation
www.mancapfoundation.com

Persons with Disabilities Resources

Business Development Bank of Canada
www.bdc.ca

Community Futures
www.cfna.ca

Employabilities
www.employabilities.ca

Entrepreneurs with Disabilities
DECSA- Distinctive Employment Counselling Services of Alberta
www.decsa.com

Workink
www.workink.com

Internet Business Development for Entrepreneurs with Disabilities
www.ibde.ca

Western Economic Diversification Canada
www.wd.gc.ca

Workplace Resources

Alberta Learning Information Centre
www.alis.ab.ca

Healthy Workplace Week
www.healthyworkplaceweek.ca

Healthy Alberta
www.healthyalberta.ca

Human Resources Council
www.hrcouncil.ca

Human resources institute of Alberta
www.hria.ca

FORTUNE HUNTERS, is a new show airing Saturdays at 6:30 p.m. ET (repeats Sundays at 3:30 p.m. ET and 11:30 p.m. ET) starting January 12. The show explores some of the latest trends in entrepreneurship and money making ventures and introduces viewers to the people who are accessing these opportunities.

Dianne Buckner, long-time host of CBC NEWS: VENTURE, is the program's creator. The program will feature today's top business trends and how those trends fit into the global economy, as well as how Canadians could cash in on potential business opportunities right here at home.

**For more information and local resources contact your local
Community Futures office.**

**You can also learn more by listening to the Podcast found at
podcastsforbusiness.ca**

