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## **Entrepreneurs Overcoming Challenges ©**

By

**Ron Hequet**

“Pull together”, is code for “Group” and not entrepreneurship. The principles of Olinski and Marx, is the philosophy of functioning as a group for the benefit of the group. This is fundamental to socialism and a centralized government, i.e. U.S.S.R., Communist China, etc. which has not produced entrepreneurs.

At its core, the greatness of the United States is individuals, not groups; Franklin, Edison, Bell, Carnegie, Wright, Singer, Ford, Kaiser, Gates and so on. Albeit when it becomes necessary for defense or charity, capitalists function effectively as a *group* of individuals, i.e. the revolutionary war, the Alamo, the Salvation Army, etc.

Other than the aforementioned examples, groups benefit from individual achievement not the other way around. Groups do not achieve greatness, but only result in the suppression of individual liberty, group dependency, despotism and tyranny.

Therefore, if you want groups to benefit, encourage individualism / entrepreneurship.

By definition an entrepreneur is an individual, who knowingly and willingly functions at his / her own financial risk, from which the outcome can be ruin or reward.

But, when the incentives which exist in a free capitalist society are removed, entrepreneurship will die.

Entrepreneurs by their very nature do not shirk responsibility for their future, don’t blame others when they fall short of their goals and look to no-one for a bail-out.

The “weight” caused by government which will exponentially increase over the near term and beyond if the current political trend stays its course, has demanded that my firm implement and that I help my clients with the following course of action.

- 1. New Tactics:** Develop and implement a new plan to ‘market and sell’, in order to overcome this burden.
- 2. It’s Not On Sale:** If you make buying your product or service about price, your success or failure will be determined by a negative relationship.
- 3. Don’t Correct Weaknesses:** Determine what your company’s one or maybe two major strengths are, and build on that. A marketing plan and sales tactics should be based on strength.

- 4 Don't Wait:** Over-communicate with your customers and key vendors. Act with enthusiasm, by having an engaging, positive contact. The company will either get more business now, or be first in mind when they pull the trigger.

**For more information and real world examples, contact...**

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