




Greetings: My name is [Ron Hequet](#) ; Consultant and Speaker; **Contributing Author – American Management Association, ‘Leading & Learning Ezine’, ‘Affluent Magazine’, ‘The Advisor’ and Presenter for ExecSense Webinars.**

The abridged article below was written for a United Business Media newswire service and has been posted here in order to offer additional value and actionable thought to your organization from  Actum Consulting.

## **Words of Wisdom from Established Entrepreneurs about Startup Phase ©**

By

**Ron Hequet**

I founded my first company at age 26. I had some modest success, enough to start-up another company two years later. To date I have started or owned 8 businesses in 6 different industries, i.e. distribution, sales, retail, and manufacturing.

Here is what I would do differently if I had the beginning to do over.

After have some initial success, I then made the mistake of listening and following the advice of my CPA, banker, attorney and friends. Each can serve a specific role for a business owner, but they have no hands-on experience in day-to-day business operations and management or entrepreneurship for that matter.

Although I already had some modest success with a multi-location business my CPA advised against my expansion at the time, not based upon numbers, just his ‘feeling’ that I should be happy with what I have, using the fear tactic of ‘what if it doesn’t work?’

My banker told me I more than qualified for the funds I needed but didn’t want to fund the expansion ‘for my own good’.

I was too young or maybe too inexperienced to know better, i.e. to do what I knew was

right for my business. I passed on the opportunity and another individual filled the void in that market and made ‘big’ money.

Lesson: don’t listen to people who haven’t done it. Even then, don’t let anybody tell you, you can’t do something.

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

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