

**What  
Stops You From  
Becoming  
An  
ENTREPRENEUR**



**Maradona Chalwe**

What Stops You From Becoming An Entrepreneur?

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## What Stops You From Becoming An Entrepreneur?

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## **Content Inside Book**

### **Chapter 1**

## **Fear of Failure**

### **Chapter 2**

## **Fear of Losing Money**

### **Chapter 3**

## **Fear of Being Different To Society**

### **Chapter 4**

## **Lack of Ability To Delay Gratification**

### **Chapter 5**

## **The School System**

What Stops You From Becoming An Entrepreneur?

## **Why, What and Who Stops You From Becoming An Entrepreneur?**

What stops you from becoming an entrepreneur when others are taking the leap of faith, succeed as entrepreneurs, succeed in building businesses, while you stay for months and years without ever having the gut to venture, to begin your entrepreneurship dream?

Most people have dreams, visions, goals, desires, and plans to become entrepreneurs start their own business or businesses, and they even know what they are supposed to do, but fail to do so.

Why?

Here are the reasons why?

## Chapter 1

# Fear of Failure

A thought pops up in your mind, what if I don't make it?

Truth is, entrepreneurship is not a promised venture as a job is, there only two options in becoming an entrepreneur; It's either you don't arrive were you are going or you arrive were you are going, and there both choices.

“Too many of us  
are not living our  
dreams because we  
are living our fears”  
– Les Brown

And fear of not arriving is what stops many people from becoming entrepreneurs or starting their own business, and that's why most people prefer going after a job simply because a job is a promised destination when you leave school.

The difference between individuals who make it to become entrepreneurs and those not is;

- Those who become entrepreneurs see failure as an opportunity to grow and win from. See failure as the stepping stones to reaching their desired dream as an entrepreneur.
- While those who do not make it, see failure as an end to the road, as a problem, and others quit. Give up in their pursuit of their dreams because it has taken more time to achieve that dream. Others give up on their entrepreneur dream because their too many problems in the process of pursuing their dreams. And while many never get to get themselves up again when they are down, just one set back, they give up.

What Stops You From Becoming An Entrepreneur?

It is pushing forward one more step that makes a few individuals achieve the entrepreneurship dream, and it is failing to try once more mainly in trying times that stop most individuals from becoming entrepreneurs, and the biggest problem is, others don't even try at all.

## **Actually Failure For An Entrepreneur Means?**

F = Forwarding

A = Ambitions

I = Intelligently

L = Lesson

U = Understanding

R = Responsibility

E = Enthusiasm

For an entrepreneur; failure means forwarding your ambitions intelligently with a lesson and understanding, with responsibility and enthusiasm to your desired dreams, ideas or destination.

An entrepreneur is not afraid of failing, but not failing is what an entrepreneur is afraid of. That's why failure is an option to success for an entrepreneur, not failing. Just begin, persevere with faith in the process, with attitude of learning the process.

## **It's The Process That Makes You Successful**

Many people want success in whatever they desire to have, but they are not willing to walk the road, to face the road, to go through the process to that success.

Many people want a rich life, but they are not willing to be and do what the rich did to become rich. Many of us want more money but not the process of business that will make us more money.

I love what author of Rich Dad Poor Dad Mr. Robert Kiyosaki said “What many people do not realize is that it's the process that makes them rich, not the money. One of the reasons many lottery winners or kids who inherit family wealth are soon broke is because they received the money, but didn't have to go through the process. Many other people fail to become rich because they value a steady paycheck more than the learning process of becoming financially smarter and richer”.

You must know that everything worthwhile to achieve has a process and takes much work, and this is what many people are not willing to be and do, not willing to go through the process and do the work. Many people are ready and able to become entrepreneurs but they are not willing to walk and work the process that will make them successful.

The baby does not grow into an adulthood body after just being born there and then, No; the baby takes the process of years and years to grow up into an adulthood body, and that's how achieving a worth success in anything you desire is, it's a process. It's the process that makes you successful; not the money and many people have the money but are still poor or unsuccessful. If you want to become an entrepreneur, you must be willing to go through the entrepreneurship process of ups and downs journey until you reach your destination. Entrepreneurship is a process, a life process, not a job. Face your

What Stops You From Becoming An Entrepreneur?

fears, learn your fears and conquer your fears, all success of anything worth achieving, you will find it after you conquer your fears.

“Entrepreneurship is the ability to go from one failure to another with no loss of desire to win” – Winston Churchill

Former British Prime Minister

1940 - 1945

## Chapter 2

### Fear of Losing of Money

What if I lose my savings?

What if I lose my salary?

What if I lose other people's money?

No one walk up one day and built a successful business without any loss of some money. The richest entrepreneurs have lost some money before, have miscalculated, over calculated some money before, but that never stopped their journey of being an entrepreneur; in fact that problem inspired them more to go forward and become as they are entrepreneurs today.

“To become a winner in any field of life; you must first be willing to fail first”

– Maradona Chalwe

Some entrepreneurs have lost some money through being sued in courts, others through made unsold products and services, while others through stupidity, and others through not having knowledge of what they were doing, and others through relationships, but these mistakes never

stopped them from getting up again and push forward more times. Every real entrepreneur will tell you that losing is part of winning, and to become a winner in any field you must be willing to fail first. Every entrepreneur has lost some money to make it to where they are today.

I am not saying that if you want to become an entrepreneur you have to lose some money, no! All am saying is such situations happen in

What Stops You From Becoming An Entrepreneur?

the entrepreneurship world; just prepare to pick up that responsibility if such happens.

It is the fear of failure and losing of money that often holds people from becoming entrepreneurs, to start a business or businesses. It's also the fear of losing money that stops small medium enterprises from growing their business into big businesses.

The secret lies in being willing to sacrifice to break through the fear and unlock those limiting beliefs in order to create the life of your dreams.

## Chapter 3

### Fear of Being Different To Society

Some of us we know how society has conditioned people to do things as they are done and have been done without ever having the guts to question why we do what we do. And if trying to do anything that society does not do, you are a threat to society. Society here means your family, friends, school, and religion environmental beliefs, including most government beliefs.

Society which is the combination of school, religion, more especially school has conditioned people to fit in; meaning if everyone is doing it, then everyone must do it. If you do

“It does not mean if a government can provide a job that means you should become an employee simply because in your family everyone has become one?”

what not everyone else is doing, then you do not fit into that society, and because most people have been conditioned already from school to fit in with what everyone else is doing, for example becoming an employee, they just follow what everyone else is doing, and if they have an idea to become different from the rest, that subconscious conditioning from school of being and

doing the same thing like everyone else, stops them from being different even if they already have a different idea in their consciousness mind.

It does not mean that if everyone else is doing it then it is right, no! you are not here to do what everyone else is doing, you are here to create your own life, your own dreams, do your own thoughts, not other people's things, you are here to live your own life, your own different life from everybody; that's why you were born with your

## What Stops You From Becoming An Entrepreneur?

own mind, not everyone's mind, different body and not everyone's body.

It's not a sin to be different from everyone, I never hear a body saying am sinning because I don't look like everyone else; you might wonder why most people are always wanting to be, do and look like everyone else?

If you are always doing what everyone else is doing, when are you going to do your own thing?

If you are not living your life, who is going to live your life?

That's why entrepreneurship, starting your own business, will give you the opportunity to do your own thing and live your own life, not everyone's life, but your own life. That's why entrepreneurship means serving humanity by your own difference.

*"Life is personal, but the problem is that most people are others"*  
– Maradona Chalwe

As said the reason why most people fail to become entrepreneurs is because they always want to be doing the same things everyone else is doing in their society.

This is why most people do not become entrepreneurs because they are overly concerned with what other people think about them and serve them.

Get this point, people don't think about you, what you think and do is what makes you think people are thinking about you when in reality you are the one who made them to think about you. No one thinks about you, you make people think and do to you your own thinking; you just portray yourself to your world.

*"People don't think about you. You make them think about you"*  
- Maradona Chalwe

**Point:** In a society where majority of the people are raised to do what everyone else is doing will perceive you a threat when you decide not to do what everyone else is doing.

**Point:** A society where everyone else is doing the same things is a limited society, and nothing kills great ideas more than a society of friends, family, schools, and religion that does the same things over and over without ever questioning why they do what they do, and this is a society with small ideas and limited imagination.

That's why when you evaluate our societies, the majority of people, in fact 90% of the people are employees, raised to become employees and believe being an employee is a way of life. And if you say I want to become an entrepreneur in an environment of employees, don't expect the yes or everyone to agree with you, no!

There two reasons why people say you can't do something or you cannot become an entrepreneur;

- 1. They say you can't do that even if you are doing what they say you cannot do, not because you can't do it but because they can't do it.**
- 2. They say you can't do it because they don't know what you are doing.**

Stay away from people with small ideas and limited imagination if you desire to become an entrepreneur. Entrepreneurship means being different, doing things different, and thinking different. That's the reason why you must never be scared of being different to society. And remember that one way to live your own life is to be different, that is to become an entrepreneur. Be different and live your own life.

## Chapter 4

### Lack of Ability To Delay Gratification

Most people never become entrepreneurs simply because they want a project needing to take 5 years to take 5 months, of which nature doesn't work like that. I came to begin writing better after 6 years of writing flunk after flunk articles. For me that writing flunk articles was a learning lesson to get better every day, today I can write better and I still keep on improving more every day that comes.

“Even the best can be made better”

Every new day is an opportunity to become better with my writing skills.

Some years back a grown up boy told me he admired my writings, and would like to pursue writing too, I advised him to take at list a minimum of 5 years to improve himself as a writer, the boy answered back, 5 years was too long for him; I told him then try some other things that would be much easier to do for yourself, all maybe just go to school, I have never heard from that boy up to date.

No person just walk up and became a successful entrepreneur; they had to vision, plan, prepare, research for a long-term period of time, months and even for years before their ideas became a success on the market place.

**Point:** *Entrepreneurs are not built in short-term - entrepreneurs are built in long-term.*

Warren Buffett the richest investor in the world put it this way, “No matter how great the talent or efforts, some things just take time. You can't produce a baby in one month by getting nine women pregnant”, so being an entrepreneurship.

## What Stops You From Becoming An Entrepreneur?

Many people don't become entrepreneurs or quit to become an entrepreneur in the journey simply because they lack the long-term perseverance and lack the long-term focus of their entrepreneurship dream or ideas. It is very difficult to delay short-term immediate self-gratification in favor of a greater long-term entrepreneurship reward; that's why most people choose to become employees, because becoming an employee is short-term and off you get the job.

Most people never become entrepreneurs, simply because they fear to fail, fear to lose money, fear to be different and lack the ability to delay the short employee gratification in order to enjoy the long-term entrepreneurship rewards.

Sacrifice for today, in order to enjoy more after 5 years is easier said than done for the many people, I have experienced this.

It's also not lack of money that stops an individual from becoming an entrepreneur, its oneself, "In fact most people earn more than enough money to build big businesses, but they never do; this is a pure evidence that you don't need money first to start a business or become an entrepreneur, you need yourself first".

"The secret lies in being able to break through the fear and unlock the limiting beliefs to create the life of your dreams"

- Tony Robbins.

Author, Teacher & Entrepreneur

## Traits Required To Become A Successful Business Person

**Vision:** The ability to see what others could not see.

**Courage:** The ability to act despite tremendous doubt. Courage is the ability to go from failure to failure without ever losing your ability to achieve your dreams.

**Creativity:** The ability to think outside the box. The ability to believe that there is no one answer to one thing, but many answers to one thing.

**The Ability To Withstand Criticism:** Having the ability to go through criticism till you win victory for your dreams. There is not one successful person who has not been criticized. And the last as said;

**The Ability To Delay Gratification:** It's not every idea that happens or will happen when we want it happen there and then. It can be very difficult to learn to delay short term immediate self-gratification in favor of a greater long-term reward.

## Chapter 5

### The School-System

The problem with school is that it only trains kids to become employees, to leave school and find a job, which is ok because every society needs man power, but they is a big problem with school way of training kids that many parents and people never notice, that is, school trains kids in school to become future customer tax payers of the government and future labor workers for the rich people.

School does not train students to become an entrepreneur, that's why most people never become or will never become entrepreneurs because they have been trained to look for a job only.

School only trains kids to believe the only way to a successful life is through school, and without school then you are nothing, that's why many people pursue university as the road that lead to heaven, but end up finding hell, ask a retired person who never planned his lifetime, but only believed in a job as a way to a successful life, will explain how it feels to retire broke after working so hard for many years for a company only to retire with a peanut butter pension?

Moreover, if you want to raise poor kids in your home, just make your child believe school is the only key to success in life, and you don't need to do any more work, and see how poverty has become a lifestyle for many families in this world, example my country Zambia, simply because we still believe so much in school as the only key to success, yes for some, but not the majority.

What Stops You From Becoming An Entrepreneur?

## **We Are Born Rich**

Everyone is born rich, but school does not train people to realize that they are already rich, that's why its training system makes and keeps many people poor in this world. The philosophy of the school-system training way is to create more employees and not entrepreneurs, that's why most entrepreneurs never get to finish school, simply because the entrepreneur world and school world are totally different worlds. School trains to depend, entrepreneurship process trains independence and interdependence. Entrepreneurship is taking control and being an employee is being controlled.

Learn to become an entrepreneur. Kids can go to school, but let them be taught entrepreneurship skills too, even if they never get to find a job, they will start their own business and survive, that's what you and your family needs the more today, to learn what entrepreneurship is all about.

For Your Personal Development and Entrepreneurship Education

Thank you and Good Lucky

Maradona Chalwe

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## **AUTHORS BOOKS**

### [Rich Trainings Institute Book Shop](#)

Knowledge To Riches; [what the rich do to become rich that the middle class and poor do not do.](#)

5 Lives Your Child Must Learn; [that are never taught in school.](#)

7 Tools That Make the Rich Become Richer; [for my Authentic friends](#)

The 4 School-System Myths; [what your Child will never Learn in School.](#)

The Coin Difference; [The 2 Different Worlds of Mankind.](#)

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