

## The Unstoppable Entrepreneur

There are business owners and then there are entrepreneurial business owners. Business owners survive – some even thrive. Entrepreneurs excel. Elon Musk is someone to learn from, someone to emulate – the archetypical entrepreneur. So was Steve Jobs.

Being an unstoppable entrepreneur is not easy. It requires self-confidence, self-discipline, and a willingness to stand out from the crowd. But we have to be much more specific if we hope to get our hands around the kernel of being an unstoppable entrepreneur. So let's look at what we can learn from these two and other unstoppable entrepreneurs.

Here are 10 behaviors they share:

1. They challenge the *status quo*.

Elon Musk questioned GM's decision to put heavy, inefficient lead-acid batteries in their failed experimental electric car, the EV1. He questioned the conventional wisdom that said that rockets couldn't land using their motors. The results are Tesla Motors and SpaceX.

2. They set clear goals.

Steve Jobs set out to make the world's most user-friendly computer. He did—the Macintosh. Then he set out to make the most versatile smart phone. He did—the iPhone. He insisted that all of Apple's products be the highest quality. They are.

3. They plan.

In business, it's easy to let other people's priorities run your day. Phone calls, emails, appointments, meetings – it never ends. Unstoppable entrepreneurs plan their day in advance, before the mayhem begins. But they don't just make any old plan – they make sure to block out time for their most important priorities.

4. They evaluate their actions and priorities each day.

Successful entrepreneurs know that with every day, they're building their futures. That's why they rarely let one go by without doing a review. When you review your accomplishments at the end of each day, you'll be able to celebrate the successes, as well as address the shortfalls. It's a great practice to begin right away.

5. They serve.

Those who focus only on their own success are the ones who don't succeed at all. Elon Musk wants to break the world's addiction to fossil fuels so he started an electric car company. He wanted to save humanity from an inevitable mass extinction so everything that SpaceX does is oriented toward establishing a human colony on Mars. When Steve Jobs was recruiting John Scully to be president of Apple, he asked Scully, "Do you want to sell sugar water or do you want to change the world?"

Both recognized that one cannot change the world or save it without resources. They recognized that the more resources they have at their disposal the more effective they will be. That's why profit and growth go hand-in-glove with service to humanity. Whatever your case may be, setting service as one of your top priorities is a surefire way to become unstoppable.

6. They know their strengths and weaknesses.

Successful entrepreneurs are honest with themselves. They know their own strengths and weaknesses, and take them into account with every business decision. It takes humility to really examine yourself this way, but it will pay great dividends when you know exactly who to hire, who to partner with and what skills you can offer.

7. They hire A-team players.

Business owners who don't succeed are often those who are afraid to have A-team players on their staffs. They either feel threatened or they won't offer the incentives needed to hire the best. Either way, they lose. To be an unstoppable entrepreneur, you've got to hire the best. Study after study have shown that the best performers are the most cost effective.

8. They are constantly learning.

Unstoppable entrepreneurs know that they don't know it all. As a result, they never stop learning. Never get so busy that you stop investing in yourself and your knowledge of business, your industry and new technology. Staying up to date is essential if you want to succeed.

9. They take calculated risks.

People have an image of entrepreneurs as those who take crazy risks just for fun. But while the risks we take may seem crazy to those without an entrepreneurial mind, in reality, they're calculated. They look crazy because the objective entrepreneur sees reality for what it is, not how most people perceive it to be. If you're the type of business owner who jumps in without knowing the numbers and probabilities behind your course of action, you won't last long.

10. They get proper nutrition and exercise.

This simply can't be overstated. Being a productive, unstoppable entrepreneur is about your body just as much as your mind and will. If you don't take care of your nutrition and daily exercise, you aren't going to be at your best – and you definitely won't be unstoppable. Drink a lot of water, eat breakfast and get your body moving. You'll be much more successful as a result.

As I said earlier, being an unstoppable entrepreneur is no easy feat. If it were easy, everyone would be one. Instead, only a few have the privilege of calling themselves entrepreneurs. If you want to join this exclusive club, make it a priority to practice these 10 behaviors of unstoppable entrepreneurs.