

ENTREPRENEURISM IS HARD. AND IT'S NOT FOR EVERYONE!

Just because someone like Mark Zuckerberg was able to put on a hoodie and became a billionaire doesn't mean just anyone can. Sure, if you've got the skills, it's no doubt that in today's world you have the tools at your disposal to build something both quickly and efficiently. But, that doesn't mean everybody should do it.

BY BRIAN BLATNICKI

It's funny how fast people realize that they're not the next LeBron James or Justin Bieber, but for some reason, people are able to convince themselves they're an entrepreneur and can build a million-dollar business.

For the past 15 years, we've witnessed a narrative unfold that has totally hyped being an entrepreneur. The stories told in movies, like *The Social Network*, has convinced people that they could (and should) go and start a business. But, by doing this, many people aren't putting themselves in the best possible position to succeed. Not only might they be wasting time but they're also likely tarnishing their reputation and brand while losing people's money along the way. Instead of progressing themselves professionally, what they're actually doing is stunting their growth at a time where they could have been incredible employees in a great organization and setting themselves up for more long-term benefits.

Facebook, Broadcom, Amazon, Nvidia, Applied Materials, recognize those names? They are Fortune's 2018 top three-year performers in profit, and they are companies that everyone's convinced they can replicate. In the time that it takes you to read this article, 30 companies were started and almost all will fail. That's a problem. Why does every-

one think they can start the next big thing when it's statistically impracticable they'll create the next massive company? Look at the math. The odds are against you.

And, for that matter, to be "successful" you don't need to make "millions." When you investigate the numbers, an income of \$203,742 per year puts you in the top 1% of all income earners in the Canada. If you earn \$58,203, it would put you in the top 20%. Surely, that's not as much as you were thinking, right? That's the truth. So, this notion of "I need to grow my company to a million dollars" is impractical.

And so, for those of you looking to start your own venture, you need to start by asking, "Why am I even doing this in the first place?" Your answer should be happiness. Being an entrepreneur is harsh, but the best way to jump in is to start with your end goal and

figure out how you can get there, given your current situation and what you'd like to get out of life.

In entrepreneurship, there's no magic formulas, no 10-week program to make you a millionaire and no secret-holding \$3,000 ebook written by someone who's never built a business besides the one that "teaches" you how to build one. That crap is not real. It takes work. Hard work. And those "millions" you see in the headlines? They're not realistic. They're just not.

We live in a time where anyone with passion and a love for something can build a business around it. Although that might sound cliché, it's just accurate. Today's business landscape has a world of opportunity, but you need to be honest with yourself in understanding what you're after. Be practical, be self-aware because 30, 40, 60 years from today, I promise you, you're not going to regret the money you could have made. You're going to regret not focusing your time and energy on the things that could have made you happier.

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