

Do You Have What It Takes to  
Become an Entrepreneur?

# Entrepreneurial LEAP

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“A must-read for anyone committed to making their own  
entrepreneurial leap.”

—DAN SULLIVAN, Founder of Strategic Coach®  
Coach to over 20,000 entrepreneurs

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GINO WICKMAN

*Bestselling author of* TRACTION

BOOK PREVIEW

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# SETTING THE STAGE

**T**aking the entrepreneurial leap is like jumping out of a plane. It's scary, exciting, half-crazy, exhilarating, risky, and rewarding.

Entrepreneurs create most of the jobs, are a driving force in the economy, possess a large portion of the wealth, and spearhead much of the innovation that changes the world.

The fact that you're reading this book means that you, or someone you know, thinks you might be an entrepreneur-in-the-making. If you are, this book will show you the incredible possibilities that are available, so you can live the life you were born to live.

Three decades ago, I was right where you are. As an entrepreneur-in-the-making, I was different from others. I felt lost, confused, insecure, and out of place. After I graduated high school, my friends went off to college to get their degrees; I wanted to get to work and go make money. Looking back, I would have appreciated having a book like this one—first to help

me identify that I was an entrepreneur-in-the-making and, second, to show me the path to becoming one.

In the words of Hall of Fame speaker Danielle Kennedy, “We teach what we needed the most.” That is why this book was written, to teach you what I needed the most back before I took my leap.

I come from the future—your future. I work with entrepreneurs who are years ahead of where you are now. You can learn a lot from their experiences as you set off on your journey.

This book is devoted to helping you understand your true skill set, your genetic code. It will give you a clear path to fully realize your entrepreneurial potential, regardless of your age. You’ll read stories of people taking their leap at fifteen, twenty-five, thirty-five, and fifty-five. You’re never too old to realize your full potential.

## HOW TO USE THIS BOOK

*Leap* is divided into three parts.

Part I: Confirm will help you decide whether you’re an entrepreneur-in-the-making or not. It will paint a vivid picture of the entrepreneur’s unique DNA and describe the six traits essential to being an entrepreneur. You’ll then take a self-assessment to confirm whether you have these traits and what it takes to become a successful entrepreneur.

Part II: Glimpse will show you what a real entrepreneur’s life

looks like, as well as the unlimited potential to build whatever you want. It's meant to inspire you by showing how your life can look if you take the entrepreneurial leap. You'll see all your options—the types and sizes of businesses and industries available to you—so you can determine which ones you're drawn to. You'll read real-life stories about people like you who went from where you are now to becoming successful entrepreneurs.

Part III: Path will map the stages of the entrepreneurial journey, helping you to avoid mistakes that so many entrepreneurs make along the way. It will help you to expedite finding your passion, niche, product, service, industry, and type of business, while giving you the clarity of vision and confidence to take your leap. That will increase your odds of becoming a successful entrepreneur and helping you do it in less time.

How do you know if you're an entrepreneur? You may have been creating opportunities and offering solutions for a long time without even knowing it. From age seven to eighteen, I sold candy and fireworks, shoveled snow, cut lawns, washed cars, had a paper route and sold stained glass made by my brother. Not until I was thirty years old did I fully realize I'd been an entrepreneur all along. I wish I'd known twelve years earlier. My confidence level would have been much higher, and I'd have made faster progress. The purpose of this book is to help you figure out if you're one as soon as possible.

I've spent the past thirty years learning about entrepreneurship and then applying those lessons in growing my own

businesses. I was lucky enough to have two very successful entrepreneurs as mentors: my incredible father, Floyd Wickman, who founded and built the number one real estate sales training organization in the industry; and a wonderful man named Sam Cupp, who built his companies to over \$300 million in revenue. These two mentors taught me most of what I know about running a business.

I've now taught and helped thousands of others. I've written six books on helping entrepreneurs and their leaders run their businesses that have sold over one million copies. I created the Entrepreneurial Operating System (EOS), which has enabled more than a hundred thousand business owners and their leaders to run better businesses and organize their people and processes.

I've successfully run and sold two businesses. One was the family business my dad founded and built. I took it over at age twenty-five, turned it around, and ran it for seven years. Then we successfully sold it. The other business, EOS Worldwide, I cofounded with my partner, Don Tinney, and after eighteen years of building it, we decided to sell.

I share this information so you'll understand that I've walked every step of the entrepreneur's path. I'm going to show you that path. All of my experience and the experiences of all of my clients and mentors have been compressed into these 239 pages to help you realize your potential.

This isn't a book on theory. It's a book from the real world. It's a thinking tool—a mental, physical, emotional, and

psychological journey of exploration custom-designed for you. All the opinions, expertise, and learning come from my experiences, my clients, and my mentors. All from the actual world. The entrepreneurial world.

This book will give you a huge jump start on becoming a full-fledged entrepreneur. But first you have to decide if you're even an entrepreneur-in-the-making. Not everybody is. In fact, only a small percentage of the population has all the innate traits necessary to become a true entrepreneur.

If you confirm that you truly are, this book will give you a glimpse of what your life will look like on the path to getting there. Every career has its own path. Plumbers in the making go through apprenticeship on the path to becoming master plumbers. For doctors, the path begins with pre-med, and for attorneys, the path begins with pre-law. So let's call this path *pre-entrepreneurship*.

My intent is to help you realize total freedom and unleash your creativity so you can be 100 percent who you are and act upon your genetic code, your true skill set, and your reason for being. I want to assist you in making a huge impact on the world. As you make that impact, my hope is that you'll remain humble, grounded, real, and authentic.



## WHAT IS AN ENTREPRENEUR?

The word *entrepreneur* was first used in its modern meaning by French economist Jean-Baptiste Say around 1880. He wrote, “The entrepreneur shifts economic resources out of an area of lower and into an area of higher productivity and greater yield.”

In his *Entrepreneur* magazine article “The True Meaning of ‘Entrepreneur,’” Steve Tobak, author of *Real Leaders Don’t Follow*, says, “My go-to on-line dictionary describes an entrepreneur as ‘a person who starts a *business* and is willing to *risk* loss in order to make money or ‘one who organizes, manages, and assumes the *risks* of a *business* or enterprise. Note the common keywords *business* and *risk*. If there’s no real business or risk, you’re not an entrepreneur.”

This book defines *entrepreneur* as someone who sees a need or an opportunity and takes the risk to start a business to fulfill or remedy that need or opportunity by creating something or improving upon an existing product or service.

As an entrepreneur, you create things that didn’t exist, or you make a sizable change to something that already exists. This definition of entrepreneur also includes a second- or third-generation son or daughter who takes over a family business and takes it to the next level, perhaps doubling it in size or making a transformation in its operation.

Let’s also clarify what an entrepreneur is by explaining what an entrepreneur is not.

Someone who buys one franchise location, has a lifestyle business meant primarily to maintain a base-level income, works as a freelancer or an independent contractor, is a sole proprietor or has a side hustle is not an entrepreneur. Not by this definition. In addition, a second- or third-generation business owner who simply maintains what their forebears built also isn't an entrepreneur. Such people are self-employed and bear tremendous responsibilities, but they're not true entrepreneurs.

To qualify, they have to rapidly grow their companies from scratch or take over a family business and make truly significant changes. They're like the hundreds of entrepreneurs I've worked closely with and the tens of thousands of entrepreneurs that our organization, EOS Worldwide, has helped.

## **WHAT IS AN ENTREPRENEUR-IN-THE-MAKING?**

Now let's define a person who has the potential to become an entrepreneur.

This is an individual with a unique set of traits possessed by all true entrepreneurs but who has not yet taken an entrepreneurial leap. If you're one of them, this book will show you a path to take that first step and fulfill what you're meant to become—an entrepreneur.

Many entrepreneurs in the making are young—but not all. You might be a stay-at-home mom or dad, someone who has

grown restless in the corporate world, in the military, perhaps unemployed, or even homeless. You might be middle-aged and just never acted on the potential you feel inside. I'm happy to tell you that entrepreneurship is an equal-opportunity way of life. You can become an entrepreneur at any age and from any circumstance: rich or poor, employed or not.

If you're a parent or guardian and are wondering if your son, daughter, niece, or nephew is an entrepreneur-in-the-making, this book will help you find out. If you're an educator of future entrepreneurs, this book can serve as an insightful resource for you and your students.

## THE NATURE OF ENTREPRENEURSHIP

The beauty of entrepreneurship is that there's no entitlement, tenure, or seniority—no pension or guarantees. It's the great equalizer, perfect and pure. Doing well doesn't depend on your past, present, or future. It only depends on the value you're bringing to the world right now. If you bring no value, you get nothing. If you bring incredible value, you reap the rewards.

Entrepreneurship doesn't care about your feelings. There are no handouts or freebies. That's why only a small percentage of the population are cut out for it.

If you have the six essential entrepreneurial traits, this book was written for you. To give you a sneak peek, here they are:

1. Visionary
2. Passionate
3. Problem solver
4. Driven
5. Risk taker
6. Responsible (blame no one)

We'll do a deep dive into each of these six essential traits to lay out what you need to know about yourself at your core.

Unfortunately, these six traits can't be taught. You're either born with them, or you're not. This book isn't going to teach you how to develop these traits, because they can't be developed. If you do possess these essential traits, this book will, first, help you confirm that you're an entrepreneur-in-the-making, and then show you how to harness and maximize your inborn abilities.

I should point out that while these traits can't be taught, they can be discovered. Someone may have given you this book because they see something in you that you don't quite see in yourself—at least not yet.

If you have these six traits, but you're not ready to take the leap, that's okay. At least you'll know that you're an entrepreneur-in-the-making and can move forward when you're ready. I didn't fully take my leap until age twenty-five. Some don't take their leap until they're in their fifties. And that's perfectly fine. Sometimes just knowing you have what it takes starts the process of turning dreams into reality.

## LOOKING AHEAD

Dreams don't go very far, though. Being an entrepreneur is hard. Really hard. If you don't have the ability to roll with the inevitable punches, you'll get knocked out. Don't become an entrepreneur because it's cool. That won't work. The failure rate is high. Only about half of start-ups make it through the first five years. That's the same odds as a coin toss. Become an entrepreneur because it's your calling.

While entrepreneurship is hard, the process of becoming one is simple—but please understand that simple doesn't mean easy. Entrepreneurship means much more than new apps, technology, famous names, and billionaires. People with the essential set of entrepreneurial traits have existed on this planet for thousands of years and, by all measures, will continue to exist for thousands more. Entrepreneurs capitalize on trends, creating industries that are always changing. In the 1800s, they seized upon opportunities in railroad, telegraph, and manufacturing during the Industrial Revolution. In the early 1900s, they revolutionized the use of automobiles, gas, and oil. In the 1920s, they engaged in bootlegging. In the 1980s, they leveraged the computer revolution. Today, they develop apps and high tech.

Who knows what entrepreneurs will be creating in the next thirty years? The only surefire constant is that if you're an entrepreneur, you'll be capitalizing on whatever opportunity the world puts in front of you. You might be helping people live to 150,

populating other planets, devising artificial intelligence, creating robots that run the world, connecting our brains to the internet, or engaging in time travel or human teleportation. Whatever you decide, the constant is that you'll be solving problems and filling needs. And getting people to pay for the solutions.

Your solutions don't have to be revolutionary or the "next big thing." You might make an impact by applying new technologies to mature industries like construction, restaurant, or distribution.

I want your abilities to serve you for a lifetime, not just for the current or next fad. Taking control of your fate does not depend on the product, service, or industry. Those all change. It relies on you knowing what you are and how to capitalize on that.

So let's find out if you're an entrepreneur-in-the-making. If you are, you'll then see what your life can look like, and then I'll show you a path for taking your leap and building your business.

Let's begin your journey . . .

# PART I

## CONFIRM

**The purpose of part I is first to make sure that you are in fact an entrepreneur-in-the-making.** We'll explore exactly what an entrepreneur is and then define the six essential traits of all entrepreneurs.

I'll paint a vivid picture of what an entrepreneur is so that you can touch it, feel it, see it, and taste it. You can then see if it resonates with you. If the picture describes qualities you have, you can then use an assessment tool to confirm if you're an entrepreneur-in-the-making.

To be frank, I'm going to do everything in my power to scare you away from becoming an entrepreneur. That's because going out on your own is hard. If you don't have all of the essential traits, you can choose from hundreds of other career options, and you'll excel at one of them. If you aren't cut out to be an entrepreneur but still decide to take the entrepreneurial leap

because you want it so badly, the outcome will be excruciating. You may think it would be cool to be an entrepreneur and make a lot of money, but your odds of failure will be very high, and you'll be miserable. In the '70s and '80s, everyone wanted to be a rock star; nowadays everyone wants to be an entrepreneur.

Imagine someone who wants to be a professional singer—the next big thing—but can't carry a tune. Watch any of the televised singing competition tryouts. It's heartbreaking to hear a failed contestant say, "But this is my dream."

True entrepreneurs don't chase becoming an "entrepreneur." They instead chase their ideas and dreams, and work hard to make them a reality. And as a by-product, they're considered entrepreneurs.

So understand that if you don't have the fundamental traits required, it's okay not to become an entrepreneur. I'll never become a doctor, lawyer, police officer, paramedic, politician, or accountant, because I don't have those essential traits. It's critical for you to be honest about your abilities. It would be easy to lie to yourself while taking the assessment. Don't. I can't fill it out for you, nor can anyone else.

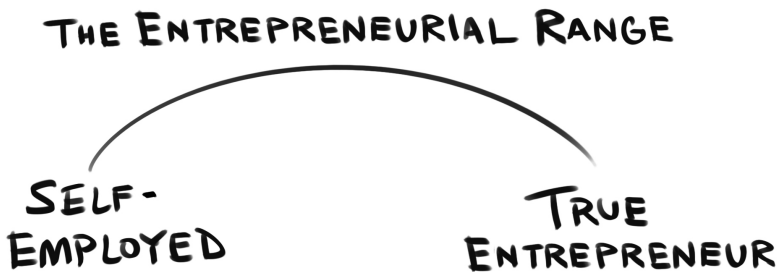
One way or another, the truth will set you free.

Remember: the definition of an entrepreneur is someone who sees a need or an opportunity, and then takes a risk to start a business to fulfill it.

These people are what I call "true" entrepreneurs. It's important to make a distinction between being self-employed and



being a “true” entrepreneur. The best way to describe the difference is to think of a range. On the right end of the range are some of the greatest entrepreneurs of all time: Steve Jobs, Thomas Edison, Walt Disney, to name a few. And on the left end are self-employed sole proprietors who own one franchise location, work as freelancers, are independent contractors, have a side hustle that makes a few bucks or who have lifestyle businesses (which are businesses intended to maintain a base-level income and rarely grow). Being anywhere on this spectrum is admirable and respectable. These people are all taking a personal risk.



The six essential traits define entrepreneurs on the right half of the range. I’m not saying you must be the next John D. Rockefeller, just more to the right than the left. That’s who this book is written for.

If at the end of part I, you’ve confirmed that you’re indeed an entrepreneur-in-the-making, I’ll be happy to welcome you to the tribe. Entrepreneurs are unique. It’s almost as if we’re from a

different planet. When you're around fellow entrepreneurs, you tend to click, speak the same language, and feel comfortable with each other.

There are many organizations that support and train entrepreneurs, such as the Entrepreneurs' Organization (EO), Young Presidents' Organization (YPO), Women Presidents' Organization (WPO), The Alternative Board (TAB), National Association of Women Business Owners (NAWBO), Vistage, the Strategic Coach® Program, and the Young Entrepreneur Council (YEC).

I was a member of the Entrepreneurs' Organization (EO) for eight years, and I remain a twenty-plus-year student of Dan Sullivan's Strategic Coach® Program. Whether I'm attending a Strategic Coach® workshop, a monthly forum meeting at EO, or meet with my entrepreneur friends, I feel like I've arrived on my planet. We act alike, talk alike, and think alike. It's refreshing. Most other people just don't get me, and I feel a little alien and different around them. That's why it's nice to be able to go back to my planet on a regular basis.

It's the same way that other people feel when they gather with like-minded peers who have the same wiring, for instance, sports fans, robotics enthusiasts, Comi-Con fanatics, gamers, musicians, artists, fashion lovers, and foodies. They click when they're interacting together.

Let's now move forward and find out if you're an entrepreneur-in-the-making.

# CHAPTER 1

## KNOW THYSELF

**“W**here the needs of the world and your talents cross, there lies your vocation.”

It's now time to see if your natural characteristics and “talents” are those of an entrepreneur. This chapter will give you a big picture context. The objective is to see if the descriptions of an entrepreneur resonate with you.

You're going to apply the 80 percent rule. If 80 percent of what's described in this chapter defines you, there's a good chance you're an entrepreneur at heart.

That's only the first step, though. In the following chapter, we'll define an entrepreneur's six essential traits. At that point, the 100 percent rule will take over. It's all or nothing from then on. You either have those six traits, or you don't. Let's begin now and see if entrepreneurship is your calling.

As the words inscribed above the entrance to the Temple of Apollo at Delphi in ancient Greece put it: “Know thyself.”

## THE CHARACTERISTICS OF AN ENTREPRENEUR

An entrepreneur is an idea generator, a dreamer. You have lots of ideas, both good and bad. No one gets it right all of the time. You're very creative and great at coming up with solutions and improvements, either by creating something new or improving on something that already exists. You're a learner. You're curious. You enjoy discovering new things and learning about them. You want to grow, reach, push the envelope. You're more comfortable with the discomfort of stretching than the contentment of the status quo.

You see the big picture. You're able to connect the dots, an ability that's almost a sixth sense. You have street smarts and common sense. Your mind-set is one that's always thinking about the future. You make decisions from your gut, and they're usually proven right, or you push hard to make them right.

You're a great strategic thinker and very persuasive. When you lock in on an objective, nothing stops you. You win people over with your passion and excitement for the project at hand. You're inspirational to those around you, whether selling them something or getting them to follow you and your thinking.

You're also passionate and obsessive. When you get focused

on an idea, a problem to solve, a product to create, or something to build, you have unlimited energy. Once you see an image in your mind, there's no stopping you, regardless of whether what you see is actually possible or not. You're an optimist, and believe every cloud has a silver lining. This is a common entrepreneurial trait.

An entrepreneur has a strong work ethic. You can out-work almost anyone. You lose track of time when you're focused on accomplishing a goal. You're driven, ambitious, and self-motivated. A fire burns inside you, and you have a tremendous sense of urgency. A hunger. A desire to be successful. You're relentless.

You're financially motivated and want to make a lot of money. Not because you're greedy, but because you want to provide for your family, yourself, and others. You have a burning desire to be financially independent. It's unfortunate that wanting to make a lot of money sometimes has a negative connotation. In the early 1900s, many people wanted to be millionaires, and becoming one was respected. My experience is that most entrepreneurs want to make a lot of money, and most are extremely generous with their money. As marketing guru Joe Polish says, "Entrepreneurs solve problems for a profit."

You have the toughness to stick it out. Angela Duckworth, in her book *Grit*, defines *grit* as "passion and perseverance in pursuit of long-term goals." She makes the point that "success rarely comes about because of intelligence, IQ, or even talent. Grit is

the determining factor of success. I've never met a true entrepreneur that didn't have grit. With it comes tenacity, commitment, a strong will, dedication, stubbornness, obstinacy, determination, resiliency, and persistence."

You tend to be dominant and can be overpowering.

With your strong ambition, you're naturally competitive. Winning is important to you. You're hungry and want to be the best, so you're goal oriented and have a clear sense of urgency.

You have a strong business acumen. You may not necessarily understand a financial statement, but you see the big financial picture. Simply put, you know how to make money and have typically demonstrated this ability since a young age.

Let's look at an example of this characteristic. When Joe Haney, the founder of Sterling Insurance Group, was thirteen years old, the concrete wall that separated his family's house from their neighbors fell into their yard. It caused quite a big mess. Joe's dad offered him \$2,500 to clean up the huge pile of broken concrete, and Joe agreed to do it. Being an entrepreneur-in-the-making, Joe realized he could hire his friends to do the job and still make a nice profit.

When Joe's dad came home from work the next day, he saw Joe's friends removing the collapsed wall and asked Joe, "Why aren't you doing the work?" Joe replied, "I am." Joe's dad laughed with frustration and pride, as he knew he had an entrepreneur-in-the-making on his hands.

If you're an entrepreneur, your mind works like Joe's. You

see opportunities to make money. Not only that, but also you tended to sell stuff in your younger years, be it lemonade, candy, T-shirts, or whatever.

An entrepreneur is a risk taker, which means that once you see the opportunity, you'll take the leap, knowing there are no guarantees. You aren't afraid to challenge the status quo and be a change maker and disrupter.

You're a rebel by nature and take great pride in that. You aren't a rule follower. A stop sign to you is merely a suggestion. At the same time, you take total responsibility. While you aren't afraid to take the ball and run with it, you're totally accountable for the outcome. You blame no one else if there's a fumble.

A Geneva Business School article, "5 Tell Tale Signs You're an Entrepreneur in the Making," lists the following characteristics:

1. You don't need to be told what to do.
2. You have hobbies.
3. You act now and beg for forgiveness later.
4. You like to think outside the box.
5. You have fire.

## THE CHALLENGING CHARACTERISTICS OF AN ENTREPRENEUR

By now, after reading about all these impressive characteristics, you're probably thumping your chest and standing in the Superman or Superwoman pose. But don't get too cocky. There are also some not-so-positive characteristics of entrepreneurs.

You have trouble staying focused and get bored easily. This tends to make you inconsistent. You also tend to be disorganized, a control freak, and a perfectionist. You often have ADD or ADHD, which I'm now convinced is actually a gift. You can be dyslexic: I know many entrepreneurs with dyslexia.

In his book *The Hypomanic Edge: The Link Between (a Little) Crazy and (a Lot of) Success in America*, John D. Gartner imparts an interesting theory about entrepreneurs. He says, "Part of their M.O. could be considered a form of mania." Gartner, a psychologist, in his powerful and enlightening book shows that many of the great entrepreneurs in the past may have been hypomanic. Gartner describes hypomania as a mild form of mania that endows a person with unusual energy, creativity, enthusiasm, and a propensity for taking risks. One notable hypomanic case he cites is Andrew Carnegie, who built the American steel industry.

Gartner explains that the reason there are so many entrepreneurs in America is that most of us are immigrants. It lies in our



genes because of our forebears, who had the will, optimism, and daring to leave their countries for the “promised land.”

In addition to the above, entrepreneurs tend to be selfish and very independent. They can have big egos and exhibit narcissistic behaviors.

While your sixth sense makes you a revenue-generating money machine, you aren’t necessarily financially savvy. You tend to spend money just as fast as you make it, and you can’t make sense of a financial statement. I know many successful entrepreneurs who are flat broke after making millions because of this challenge. I was one of them at age thirty-three (more on that in the last chapter).

You may have also been labeled unfocused, learning disabled, a delinquent, or a derelict.

Dan Primack, in his *Fortune* magazine article “Antisocial Teens More Likely to Become Entrepreneurs,” cites a Swedish study of grade-school kids and their paths to their midforties. It showed that, compared to other kids, male entrepreneurs often go through a stronger rebellious and nonconformist phase in adolescence.

Dr. Edward Hallowell, psychiatrist and former faculty member at Harvard Business School, says in a *Success* magazine article that the entrepreneurial brain has “pop.” In his formula, pop = grit + imagination + optimism. People who start their own business have “pop.” They never give up. They keep inventing new solutions and believe in the pot of gold. Dr. Hallowell has

spent over thirty years working with entrepreneurs around the world. He helps them capitalize on their massive psychological strengths and minimize the carnage that can be wreaked by their weaknesses. Hallowell goes on to say that most entrepreneurs hate introspection, and even more *planning*. They prefer to operate spontaneously and, as Nike put it, “Just Do It.” Over time, this tendency has led to the demise of many overnight successes.

## SUMMARY

So there you have it. That is an entrepreneur in a nutshell. That six-page description can be summarized with one phrase, *the entrepreneurial spirit*. If this resonates with you, you probably have that spirit.

Now that the description has been laid out, you have to decide if it portrays you or not, applying the 80 percent rule. That is, if you have 80 percent of the qualities I’ve shared in this chapter, you’re probably an entrepreneur-in-the-making.

Assuming you fit the bill, let’s now get real. If you have these characteristics, no matter what your current status is (student, employed, unemployed, stay-at-home-parent, grandparent), you think differently from most people around you and probably always have. As a result, you’re probably facing some psychological issues. You might be feeling, or have always felt, different, scared, uncertain, confused, unclear, or unsure. You may have low self-esteem or feel lost at this point in your life, even if

you're putting a good face on and acting confident for the people around you: your parents, family, and friends. If that's the case, all of these emotions are normal. You're normal.

I was feeling every one of them until I was in my thirties, and I put on a good show for everyone. I'm not ashamed to admit I was downright scared. Let's face it: with the above characteristics I was basically unemployable.

You shouldn't let any psychological issues dissuade you from taking stock of yourself and learning if you're an entrepreneur-in-the-making or not. In other words, you have to separate your emotions from your entrepreneurial characteristics, so you can make the right decision for yourself. If you don't have at least 80 percent of those characteristics, please don't take an entrepreneurial leap. That road isn't right for you.

Now that you know what an entrepreneur looks like—and even better, think you may be one—let's crystallize the picture by making absolutely sure you have the six essential traits of an entrepreneur.

## CHAPTER 2

# THE SIX ESSENTIAL TRAITS OF AN ENTREPRENEUR

**T**his is where the decision-making process gets real. In the previous chapter, when reading about entrepreneurial characteristics and applying the 80 percent rule, you still had some wiggle room to maybe kid yourself. In this chapter, it's all or nothing: 100 percent or no deal. You either have the six essential traits, or you don't.

# DO YOU HAVE WHAT IT TAKES TO BECOME AN ENTREPRENEUR?

Taking the entrepreneurial leap is like jumping out of a plane. It's scary, exciting, half-crazy, exhilarating, risky and rewarding.

*Entrepreneurial Leap* uses a 3-part approach to help you understand your true skill set and give you a clear path to fully realize your entrepreneurial potential, regardless of your current situation. Find answers to the difficult questions: Do I have what it takes? Is it worth it? How the hell do I do it?

## PART 1: CONFIRM

Help you confirm that you are an entrepreneur-in-the-making.

## PART 2: GLIMPSE

Give you a glimpse of what your life could look like if you pursue your natural abilities.

## PART 3: PATH

Show you the path to expedite your journey.

Packed with real-life stories and practical advice, *Entrepreneurial Leap* is a simple how-to manual for BIG results.

Should you take the leap toward starting your own business? Find out today and let tomorrow be the first step in your new journey, whatever shape it may take.

**Order Leap**

**Take the Entrepreneur-In-The-Making Assessment**

## ABOUT ENTREPRENEURIAL LEAP

An entrepreneur since the age of 21, Gino Wickman has had an obsession for learning what makes businesses and entrepreneurs thrive. After experiencing success with multiple business ventures, Gino aims to pay it forward. *Entrepreneurial Leap* is a passion project devoted to helping entrepreneurs-in-the-making understand their genetic makeup.

The mission of *Entrepreneurial Leap* is to find all of the entrepreneurs-in-the-making, at any age, wherever they are—to help them realize their purpose and live the life they were born to live.



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