

Phyllis R. Varnon

Prairie View A&M University
Community & Economic Development
Cooperative Extension
Zavala, Dimmit, Uvalde Counties



Working with start-up owners as well as established businesses, the most important aspect I find is putting short and long range planning on a back burner. Remember, Entrepreneurs are the visionaries of the business world. Entrepreneurs start businesses, managers run them. Whether you have “visions” of a small, work from home or becoming the CEO of a Fortune 500, as an entrepreneur, you are willing to accept the risk and become the creator, many times a 15-plus hour a day creator. A creator not only has dreams and visions, he or she develops the plan to execute those dreams and visions.

Beginning a small business by offering services, producing products with a regional “focus or market” can lead to financial independence and longevity. I will share the characteristics of Small Business Owners as defined by Cynthia Measom, a Texas-based writer and editor specializing in personal finance and business:

Flexible-Willingness to learn, take the time, energy and knowledge and NEVER let setbacks stop them from meeting goals.

Collaborative-Learn how to effectively delegate tasks within the organization to those best qualified and build internal and external relationships.

Proactive-Continue to look for opportunities to improve and implement marketing that will allow their services or products to “stand out”.

Self-Reliant-Rather than work for someone else, they believe in having control of their own future.

Accessible-Customers want and need things quickly, the owner is willing to ensure services and or products are delivered.

Energetic-Business owners must have a high level of energy, hours are long, yet fruitful. You remember, it is YOUR money at risk.

Daring-Launching a business is risky and nothing is certain, however with the proper planning and fine-tuned expertise, success can be attained.

**Celebrate Small Business Week
April 29th through May 5th**