

DANCE TO THE BEAT OF YOUR OWN DRUM

One of the most important factors when you start your own business is identifying how your business will be unique. Some of the most successful small businesses were created when the business owner is willing to go out on a limb and do things differently.

Most people agree that it's draining to dance to someone else's tune. It's the very reason we're working for ourselves! Yet even in our own ventures, we can still be influenced by other people's opinions and by our desire to conform or get things right.

When you are willing to put aside your concerns about what other people think and trust your intuition, amazing things can happen. We all have something unique to offer at a personal level – be courageous and be willing to be unique in your business too.

Maybe you're not even aware your uniqueness lies. Get to know yourself a little better in order to understand what it is that you have to offer that will make you stand out in the crowd.

Start by creating a bit of space in your life. Spend a few hours alone without any distractions other than your favourite music and learn a bit more about yourself.

Ask yourself:

- What do I do that is different to other people?
- What are my core values? (e.g. creativity, generosity, integrity, achievement etc.)
- Am I currently running my business and living my life in accordance with these values?
- What do my friends say is unique about me?
- What would I do differently if I was feeling really courageous?

Look for any common threads that tell you what is unique about you. Think about how you can weave this into your business...you'll probably need to be creative about how you do this. Learn to trust your intuition - it is quite possibly the best guide you have to success in your business. Pay attention to that little voice when it says 'do it this way' even if it feels weird or kooky.

And remember, innovative small business owners dance to the beat of their own drums. Don't be afraid to do it your way...regardless of what other people say.

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