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Taking an entrepreneurial attitude towards your marketing.

See yourself as the next Richard Branson? **Rob Hartnett** explains how to start thinking as an entrepreneur.

It is important to understand entrepreneurs are not born, they are made. Many of them become this way through modelling themselves on others and, most importantly, committing to learning how to be an entrepreneur.

Well-known Australian restaurateur and businessman Maurizio Terzini once said in an interview that he was torn between “opening another small, intimate restaurant or continuing on the world of an entrepreneur”. It’s a choice one makes. Once the choice is made, however, change can occur quicker if you know where to make the changes.

To start thinking and acting like an entrepreneur you need to consider the key elements to behavioural change:

- language
- physiology, and
- beliefs.

Let me explain them in further detail.

LANGUAGE

Entrepreneurs use the language of positive expectation. They believe they cannot lose. Don’t confuse this expectation of success with arrogance. It is not. They use positive words and see everything as moving forward. They use words of encouragement. They use words that empower them and inspire others. They are charismatic and communicate well with others. Donald Trump is a great example of this.

PHYSIOLOGY

Entrepreneurs have a certain physiology about them. Next time you watch an interview with an entrepreneur such as Dick Smith, Sir

Richard Branson (Virgin), Janine Allis (Boost Juice), Mark Burnett (*Survivor*) or John Ilhan (Crazy John’s), notice the way they talk, sit and walk. You will notice them smiling, leaning forward and talking quickly when it comes to describing their latest passion and business idea. They are excited and driven because they have already visualised their success in their mind and just want to get on with it.

BELIEFS

Entrepreneurs have a strong belief in their own ability to win. They are willing to give things a go. They are risk-takers, but they are not irresponsible. They may fail, and almost all have failed at some stage in their endeavours, but they don’t equate failing a task with failure as a person. Too often business owners think small. If only they would think big, then so much more would be possible.

This attitude is a key difference I have found between entrepreneurial business builders and self-employed business owners. This difference has been identified by Wendy Coombe, the chief executive officer of Business Advisory Services, who once said in an interview: “Fifty percent of business success is attitude and 50 percent is the right strategy. Businesspeople think about growing a business. The self-employed work to meet living expenses.”

In larger organisations I have dealt with, professional marketers do not feel they have any impact on sales and this impacts on their attitude toward risk taking and innovation. One large organisation I know changed the culture between sales and marketing by having the marketing team’s remuneration linked to the

performance of the sales team. If you ever wanted to see alignment of belief systems between sales and marketing change overnight then this might be the strategy for your business!

ENTREPRENEURIAL MARKETING SYSTEM

Successful businesses all have one thing in common – systems. To know whether your business has foolproof systems for its operations, I ask the following question: “Could you leave your business in the hands of teenagers and have it run profitably?”

Boost Juice, McDonald’s, Hungry Jack’s, KFC, Gloria Jeans and many others can, because they have great systems. Entrepreneurs know they get paid for delivering creative ideas. Their biggest asset is the ability to bring ideas to life. They make this happen by using a system for business success, which has three steps:

- idea development
- measurement of its success, and
- refinement of the idea.

IDEA DEVELOPMENT

In his book, *E-Myth Mastery*, Michael Gerber talks about the importance of vision as a business owner. Before entrepreneurs plunge head first into their business they have a very clear vision of what they want to create from their business venture.

Vision is the key ingredient that sets apart the entrepreneur from the typical business owner. The truth is that all business owners have an idea or an outcome before they start their business. Most business owners, however, once they start, then get consumed wholly by