



8 Simple Reasons to Celebrate the Holiday Being an Entrepreneur.

- 1. American entrepreneurs are the most resilient, innovative, and determined people in the world; nothing will deter you from succeeding, regardless of the circumstances. Celebrate these unique strengths.**
- 2. 2020's financial crisis has created opportunities. Creativity has skyrocketed, new businesses are being built, and millionaires are being made. More new businesses were filed this year (most from those over 50) than any time in history. Many will be celebrating with prosperity, a new career, and a new lease on life. It has never been a better time to be an entrepreneur.**
- 3. 2020 forced businesses to pivot, address gaps and weaknesses, improve processes and operations, and become more solvent and stronger. They will thrive in 2021 because of it. If this is you, congrats. Have a zoom holiday party with the team.**

4. This holiday celebrate your employees and the new relationship you may have with them. Many businesses have found that it is deeper, more loyal, and with remote work, more trusting. Everyone has a greater appreciation for each other. This will last long after the holidays are over and will strengthen your company's foundation for a lifetime. If funds are lean for a bonus, everyone loves a basket of goodies to enjoy the season.

5. With limited resources, companies have been forced to create needs, not just fill them, be more thoughtful in their decisions, and be "scrappy," searching for new business development in obscure places. Look around, new prospects are everywhere. If you have embraced "scrappy," have an extra glass of champagne.

6. With hardship and loss brings redirection and transformation. Many of you may be thinking about turning a side hustle into a business, closing one business to start another, or changing the business model of an existing business. As an entrepreneur you know adapting to change is how you survive. Toast to your ability to be flexible.

7. This year many businesses revived relationships with existing customers and solidified partnerships that waned. Rejoice in how many customers support you and have helped get you to where you are. Send a holiday note to thank them.

8. Revel in your bravery of taking on the hardest and riskiest career path --entrepreneurship. It is one few do, many will never understand, and several will wish they did it. You are unique. And for that you should be celebrating more than anyone. Bravo!

Love it or hate it, would you want to do anything else but be an entrepreneur?

Out of everything on this list, I will be celebrating #7 -- you, my customers, and potential customers. My sincere thanks to those of you who have become students of 8 Simple Steps and made the company a success. I am grateful for your support. I am lucky to have you.

For those who have not yet experienced 8 Simple Steps, thank you for continuing to open my emails, following, and engaging on social media, and learning how my company can help your business succeed. This is also a sign of a company's success. I celebrate your interest and curiosity.

I would love to hear your thoughts. What are you celebrating? Send me an email, goldfish@8simplesteps.net.

Stay safe and healthy. Be on the lookout for big news in 2021 and all updated classes.

Warmly,

Maureen