



RUNNING YOUR OWN BUSINESS

In an article which first appeared in Wiltshire Magazine (January 2013), Wiltshire Business Support Service identifies nine key traits that their experience shows entrepreneurs typically have. Are you....

- Able to see the bigger picture? This ability is invaluable when budgeting and planning for a business and therefore to its survival.
- Action-orientated? Entrepreneurs are the kind of people who just get on with things, rather than sitting around talking about them.
- Confident? Confidence enables you to approach the people you need on-side, whether that be commercial partners, lucrative clients, target customers or suppliers.
- Determined? Starting and running a business is incredibly hard work and is usually riddled with complications, frustrations and constant set-backs.
- A Financial thinker? Successful business operators always think of profits and the bottom line. If you're not focussed on making money, or at least breaking even, you're not going to have a business for very long, just a cash-drain.
- An Opportunity spotter? Being able to identify market gaps, new customers, new product possibilities and new business opportunities are crucial to business success.
- Passionate about your business idea? Passion will be what ultimately motivates staff, investors, customers, commercial partners – and even banks – to become interested.
- A people person? Business is all about relationships.
- A risk taker? That means you're willing to grab an opportunity when you see one and not being afraid of failure. Without risk there is no reward.

Many jockeys look to run their own businesses alongside (or after) race riding. If you are one of those, but are worried you might not have all these traits, don't let that stop you exploring the possibilities of running your own business.

However, there are some key business skills you can usefully learn ahead of time, which will help you prepare and succeed with your venture. In fact, there are all sorts of training courses available geared to just this. Many of these are short or part-time, so can be fitted in around race riding.

So, if running your own business is one of your ambitions, contact JETS now to help identify suitable courses in your area. Email info@jets-uk.org or call 01635-230410.

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