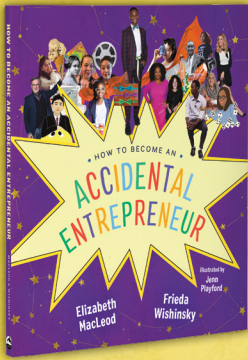


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So you want to be an accidental entrepreneur?

- 1. BE OPEN TO RISK:** Successful entrepreneurs are open to taking risks and changing direction when needed.
- 2. SEIZE OPPORTUNITIES:** Grab chances when you see them, whether it's a service that doesn't exist or a product you think could change the world. Be ready to change direction and try new ideas.
- 3. DO WHAT YOU DO BEST:** Use your skills and follow your passion when starting a business. That will help you keep your business going even when times get tough.
- 4. DON'T WORRY THAT YOU'RE TOO OLD OR TOO YOUNG:** Don't let your age make you feel you can't start a business or create a great new product. Passion and enthusiasm will help you overcome many obstacles!
- 5. TAKE ADVICE FROM PEOPLE YOU ADMIRE:** Wise entrepreneurs learn from the successes and failures of others. They ask for advice and listen to good ideas.
- 6. BE A PLANNER:** Think ahead, notice trends in the market and be flexible. Good businesses thrive with thoughtful preparation and planning.
- 7. GO GREEN:** Caring for the environment is not only a good way to help the planet but can also lead to a successful business. It's great when your product or service can make the world a better place.
- 8. FIND YOUR NICHE:** Discover what you love to do and then do it well. Solve problems and innovate to make a product or service unlike any other.
- 9. STICK TO IT:** Hard work, clear goals and persistence pay off in running a business through good times and challenging times. Never give up!
- 10. ALWAYS BE LEARNING:** Be curious. Listen to customers to learn what's important to them. Ask questions, find answers and get educated.

