13 Wantrepreneur Fears

1. **"I have no good idea"**
Yes you do! We'll find them together.

2. **"I'm nervous about quitting my job"**
Don't quit. Commit to working nights and weekends.

3. **"I have too many ideas"**
This is an excuse. Just start with one.

4. **"I've started 'ok' businesses and lost interest"**
Think about the ROOT of why you moved on.

5. **"There's no way I can scale it"**
Don't worry. Focus on getting 3 customers first.

6. **"Running a business takes too much time"**
Then go work for someone or automate things. 'Passive income' is a lie.

7. **"I need more research and knowledge"**
Forget research, you just need to DO IT.

8. **"I've spent money and made $0"**
Don't spend money. Protect your money and time.

9. **"I've started A/B testing"**
Stop. This is micro. Focus on creating an actual business first.

10. **"I need to write code"**
No, this will only bottleneck you. Validate fast and ghetto.

11. **"They're not my ideal customer"**
Have you gotten three customers? Don't just quit cause the first customer was hard.

12. **"I'm not good at marketing"**
No, your product just sucks. Great products will market themselves.

13. **"I don't have friends to promote my product to"**
Stick to what you know, not who you know.

APPSUMO