The difference between an Entrepreneur and a Businessman is:

A businessman buys something for cheap and sales it for some profit, a businessman is a person who is not creative and can’t come up with good ideas. He only follows the “Trends” that others have been doing for ages.

On the other hand an entrepreneur is someone who can create **something** out of **nothing**.A person who doesn’t gives a shit about the community, a person who can create a startup from ash, take it to the sky. A person who starts from the bottom without any experience and is never afraid to take risks. A person who is creative and unique.

The word entrepreneur is derived from the French word entreprende, which means ‘to undertake.’ The Webster Dictionary explains that the term entrepreneur is applicable to ‘one who organizes, manages and assumes the risks of a business or enterprise.’

The Irish economist Richard Cantillion (1680-1734) defined an entrepreneur as ‘someone who takes the risk of running an enterprise by paying a certain price for securing and using resources to make a product and reselling the product for an uncertain price.’

successful entrepreneurs are typically confident and self-motivated. They are tenacious but understand their own limitations. Instead of following the status quo, entrepreneurs have a healthy disrespect for established rules, and often set out to do things that others may not have the courage to. They are also willing to fail and start over again, taking the lessons they've learned to create something new and improved.

"An entrepreneur is someone who can take any idea, whether it be a product and/or service, and have the skill set, will and courage to take extreme risk to do whatever it takes to turn that concept into reality and not only bring it to market, but make it a viable product and/or service that people want or need," Gottlieb said.

Research shows that Americans are increasingly choosing entrepreneurship. A study by Intelligent Office revealed that nearly 65 percent of workers would rather be an entrepreneur or independent employee than work in an office. In addition, data from the Ewing Marion Kauffman Foundation's [Index of Entrepreneurial Activity](http://www.kauffman.org/microsites/kauffman-index) shows that in 2015, established small business density increased in the U.S., reaching higher than prerecession levels.

**Tips for aspiring entrepreneurs**

If you're ready to enter the world of entrepreneurship, here are a few important tips to keep in mind :

* **Learn from others' failures.**
* **Make sure this is what you want.**
* **Solve problems.**
* **Be passionate.**
* **Get advice from those who have done it.**

Becoming a successful entrepreneur requires not only a great business idea, but certain traits :

 **Confidence**

 **Self-motivation**

 **Tenacity**

 **An understanding of your limitations**

 **A healthy disrespect for the rules**

 **Willingness to fail**

**EXAMPLE BUSINESS NARRATIVE: THE DAILY MBA**

The Daily MBA is about helping entrepreneurs and managers navigate the complex world of business  Through relevant posts and topical discussions, The Daily MBA provides a fresh perspective on the day to day hardships that face entrepreneurs and managers. It is written by a practicing manager and entrepreneur who knows first hand how painful it can be to start and manage a business. His unique perspective allows for readers to connect with his point of view because he can empathize with their plight. The Daily MBA style is also informal and comes across more like a mentor or friend than like a stodgy professor.

The Daily MBA addresses the management and entrepreneurship education market worldwide. The people who read The Daily MBA are either in business or want to start a business. They have a natural drive to create products and seek out advice. The ideal customer for The Daily MBA would be the new entrepreneur or manager that wants to start a business or manage their group better. The Daily MBA provides a comprehensive resource that answers the questions entrepreneurs and managers have while also giving them a step by step way to succeed. Too often, new entrepreneurs and managers don’t have good mentors or resources to answer their pressing questions. Schools do provide some instruction but this is mostly theoretical.

Within two years, The Daily MBA will be garnering 10,000 unique visitors and $5,000 dollars in revenue per per month (via ads and related book sales) and be ranked as a top entrepreneur and management advice site.To achieve these long term goals, The Daily MBA needs to apply Inbound Marketing techniques to get found. Part of this strategy will be to guest blog, be an active part of the entrepreneur/management community, publish topical books, develop seminars, produce at least one original post per week and provide three to five commentary posts per week on topical business posts outside The Daily MBA.

The Daily MBA is all about helping entrepreneurs and managers thrive in the chaotic world of business. It’s a content rich site that provides a valuable resource for entrepreneurs and managers. Through original content, community stewardship and topical books, The Daily MBA will achieve upwards of 10,000 unique visitors and $5,000 in revenue per month within the next two years.

### ARGUMENTATIVE ESSAY TOPICS FOR BUSINESS

1. Mergers are better than acquisitions because the owner can retain some of his rights and ownership in the company or organization
2. Just in time is not a very efficient technique for manufacturing if you do not have a reliable supply chain or suppliers that can meet bulk orders
3. It is never too late to revamp your business policies and adopt a new direction for your product line
4. Businesses that are product oriented tend to be more successful than those who are market oriented
5. Pricing, packaging and promotion will fail if your product is not quality. Every part of your marketing strategy is important
6. Companies need to hire employees by offering them better value than their current jobs or situation
7. Labor turnover is not a good representative of the company loyalty because the country political and social upsets matter a lot
8. Case studies help students in understanding real life situations but they cannot feel the exact pressure because it is only in theory
9. Entrepreneurs need to be more democratic than authoritative in a service oriented business
10. Employees can stay satisfied on a lower salary package if the working conditions are great and the managers are cooperative
11. Leadership is not only an innate quality but it may be developed by learning and self-improvement
12. Monetary incentives and benefits provide the highest level of motivation instead of fringe benefits or acknowledgements and rewards
13. Companies need to exploit labors in order to maximize their profit margins, this is ethically wrong
14. Companies who test their products on animals lose a great competitive advantage in the market
15. Business studies is not only for intelligent students but hardworking people can also make great leaders
16. Innovation is not the only thing that distinguishes between a leader and follower
17. Unstable economic and political conditions can affect the business worth on a great level
18. Businesses need to invest more in digital marketing and social media campaigns to capture the right target audience
19. Test marketing does not receive quality results due to biased responses

**Some of the qualities top business leaders must have include the following:**

***1. Leadership Skills***

To be successful in business, you need outstanding leadership skills. You should be able to command a room and inspire a team of associates to perform at their best.

***2. Unafraid to Take Risks***

A great business leader has an entrepreneurial spirit and is not afraid to take risks to advance the business and improve revenues.

***3. Competitive Spirit***

A sense of competition helps to propel the best business men and women to the forefront of the industry. The desire to do better than similar organizations can prove vital to your success.

***4. A Good Intellect***

Thorough knowledge of the business world, as well as of technology, economics, politics, history, and other matters, is important for business leaders. Intellect helps to cultivate a global perspective and sparks creativity.

***5. Ability to Take the Initiative***

Initiative is important in business as it continually pushes people to work harder, learn more, and perform better.

***6. Solid Communication Skills***

Great communication skills are essential, as no business transaction is a solitary endeavor. Business leaders must be able to communicate effectively in writing and orally to ensure the highest levels of efficiency.

***7. Ambition***

The most successful business leaders have unrelenting ambition. They have lofty goals and do whatever it takes (within legal limits, naturally) to achieve those goalse.

***8. A Reliable Nature***

Great business men and women are unfailingly reliable. They can be counted on to get the job done and always make a positive contribution.

***9. Personal and Professional Integrity***

A keen sense of integrity is important to ensure that business transactions are conducted with ethics in mind. A successful business person conducts him or herself in a respectable manner and always acts fairly and responsibly.

***10. Likeability***

Great business leaders have great personalities. Their colleagues, superiors, and subordinates respect them and enjoy working with, or for, them. They are able to make networking contacts and use them to help fuel the business along.

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Great communicators are viewed as successful individuals by coworkers. They become go-to people in an organization because people equate efficacy with effective communication. Great communicators contribute more in their organizations and receive more opportunities for [promotion](https://www.thebalance.com/a-promotion-rewards-an-employee-for-work-contributions-1918231) and [recognition](https://www.thebalance.com/employee-recognition-rocks-1919053) in their careers. Are you motivated to learn the secrets of great communicators? Here are ten of them.

### Build the relationship first - always

When a great communicator approaches a coworker, he takes the time to say, “good morning” and “how’s your day going?” “Did you have a great weekend?” The effect of the relationship-building forays is incalculable. He sends the message, each time he communicates, that he cares about the receiver of the message. He demonstrates that, no matter how busy or overextended he is, he has time to care about you.  
Build the relationship first for successful communication. For even more successful communication, continue to build the relationship in all interactions in any setting over time. Goodwill has an accumulative effect.

### Know What You're Talking About

Obtain the knowledge, insight, and forward thinking ability necessary to earn the respect of your colleagues for your industry or subject area expertise. Your coworkers won’t listen if they don’t believe that you bring expertise to the table.

### Listen More Than You Speak

Great communicators listen more than they speak. When they speak, they are frequently asking questions to draw out the knowledge and opinions of their coworkers.  
  
When you allow yourself to listen, you often hear what is not being said. You can read between the spoken lines to understand the whole context of the other person’s thinking and needs.  
  
This does not mean that they never speak, but it places the emphasis on using the knowledge of the team. It affirms [for the team members](https://www.thebalance.com/how-and-why-to-create-team-norms-1919229) that their opinions matter and they are valued. It marks you as a great communicator who cares about what others think.

### Focus on Understanding What the Other Person Is Saying

When a colleague is speaking, don’t spend the time preparing your response in your mind.

Instead, ask questions for clarification and to make certain that you thoroughly understand what the other person is communicating. Focus your mind on listening and understanding.  
  
**Use a Feedback Loop**

Say, "here is what I heard you say" and repeat the gist of the content of the message that you received from the other person’s communication.

When you check your understanding, you avoid miscommunication and misunderstanding. You circumvent hard feelings and protracted explanations about what your coworker meant.

### Listen to the Nonverbal Communication the Other Person Exhibits

[Nonverbal communication](https://www.thebalance.com/nonverbal-communication-in-the-workplace-1918470) is a powerful voice in any interaction. The voice tonality, body language, and facial expressions speak more loudly than the verbal communication (sending) or the actual words in many communication exchanges. Your coworker’s posture, how he holds the whiteboard marker, and his distance from you as he speaks are all powerful messengers.  
  
**Watch for Patterns, Inconsistencies, and Consistencies**

In any communication, the opportunity for misunderstanding is ever present. A key indicator that your coworker is not stating her true feelings or that she is going along with the group, rather than agreeing with the decision, is a combination of factors that you can observe.

You also want to watch for matching words, message, the tone of voice, and body language. If any of these verbal and [nonverbal communication factors](https://www.thebalance.com/how-to-use-nonverbal-communication-in-hiring-1919137) are inconsistent or sending different messages, communication failure is imminent.

### If Something that Another Employee Is Doing or Saying Bothers You, It's Your Issue

You are the person who is bothered by the action or communication of your coworker. His actions or communication may have triggered your reaction, but the response belongs to you. You will never effectively communicate if you are pointing your finger and trying to make it your coworker's issue. He was just trying to communicate.  
  
You need to take responsibility for owning your own emotional reactions.

### Wait to Give Critical or Controversial Feedback

**If you are going to say anything critical or controversial, or if you're angry or emotional, wait 24 hours before you say it, send it, or post it to see if you still feel that way.** Pausing before communicating is an under-appreciated skill of great communicators. You don’t need to communicate what you think or feel immediately. In fact, your communication will be more powerful and thoughtful if you allow the circumstances to marinate for a period of time.

**Open Your Mind to New Ideas**

New ideas live or die in their first communication to a person who has power in an organization. Using the other communication skills presented here, you can make a new idea flourish or fail in an instant.

### All Communication Will Go Better if Your Coworker Trusts You

It is not enough to be a [good listener](https://www.thebalance.com/want-to-become-a-better-listener-1918650) and to draw out the other person’s opinions. They will not level with you or share their real thoughts if they don’t trust you.

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**How to describe a process**

|  |
| --- |
| **The imperative** |
| One common feature when describing a process, such as the instructions for how to make a particular dish, is the use of the **imperative.** The**imperative**form is made by using the bare infinitive of the verb (the infinitive without 'to'). Here are some examples from the programme. The **imperatives** are **in bold**. Note that in these examples there are no grammatical subjects   * "**Use**a minium of four eggs per omelette ...." * "**Heat** the oil, not too much heat, just **heat** it ... " * "**Put** just one tablespoon of water, not milk, in with the egg ..." * "**Mix** the eggs up, just lightly **beat** them with a fork ... " * "**Pour** that into the hot pan ... "   It is possible to use subjects when describing a process like this. The subject most commonly used is 'you'. For example:   * **You** use a minimum of four eggs ... * **You** heat the oil ... * **You**put one tablespoon of water .... |
| **Linking words** |
| When giving a series of instructions it's more natural in speech and writing to join the different instructions together with linking words.   There are many different linking words that can be used to describe a sequence of instructions that are part of a process. Two very simple, but commonly used ones are **and** and **then**. Here are some examples from the omelette instructions.   * ... lightly beat the eggs **then** pour them into the pan ... * ... Turn the heat down **and then** use your fork ... * ... **And then** just put a knife underneath **and** flip the omelette over ... |

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**Features** are what your product enables your customers to do.

**Benefits** are the outcomes your customers get that help them achieve business objectives.

Feature Selling

When you "sell a feature," you describe some element of your offering, in the hope that the customer will be suitably impressed. Example: "Our widgets have dual-plug potzeebies!"

Feature selling is generally ineffective, because except for the occasional gearhead, customers usually can't figure out why a particular feature or function is meaningful to them.

Benefit Selling

When you "sell a benefit," you are still essentially describing a product feature–but you tie it to some way that it improves the customer's situation. Example: "Our widgets are manufactured locally, so you can be assured of an immediate supply."

While "selling benefits" is more effective than "selling features," it isn't always clear to the customer why that benefit is important in the larger context of the customer's business.  While the customer may know, for instance, that an "immediate supply" is a generally good thing to have, it's hard to compare that "good" to every other priority in the customer's business.

how to describe a product :

\* Write the physical description of the product or service, or what it looks like

\* Detail the features with care and specificity

\* Explain the benefits of your product as you perceive them; convey enthusiasm, but avoid hyperbole. You also may wish to make an emotional appeal

\* Develop the unique selling proposition, or those qualities of the product that distinguish it from others on the market

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what makes a successful person

**1. Definite Aim, Vision and Purpose**

**2.** **Expertise and Excellence**

**3.** **Focused**

**4.** **Positive Attitude and Perseverance**

**5. Flexible**

**6. Masters of Time**

**7. Strong Communicators**

**8. Brave**

**9. Givers**

**10. High Self-Esteem**

**11. Action Oriented**

**12. Confident**

**13. Readers**

**14. Trusts Intuition**

**15. Curious and Embraces Possibility**

**16. Self Acceptance**

**17. Big Dreams**

**18. Well Rounded and Balanced**

**19. Excellent Network**

**20. Enthusiastic**

**21. Admits Mistakes**

**22. Mindset of Abundance**

**23. Good Character**

**24. Great Company**

**25. Listener**

**26. Self Control**

**27. Prepared**

**28. Choice**

**29. Self Reliant**

**30. Energy Conscious**