

**ANSWER THIS QUESTION,  
WHAT BUSINESS SHOULD I  
START?**



**BY**

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# Contents

Welcome	3
What Is Entrepreneurship	4
Your Prosperity Intersection	7
Why Entrepreneurship?	8
Discover Your Inner Entrepreneur	9
Discover Your EType	13
Mind Storming	14
Mind Storming Exercise	19
Summary	21



# Welcome

As Salaamu Alaikum and Heeeey All. Welcome to the better part of the rest of your life! I say this with confidence because I know that is where our journey together over the next several pages will lead you. Our time here has a single purpose – to help you learn how to determine the best path for your start into entrepreneurship and entrepreneurship is a stimulus that will effect every part of your life for the better.

I chose to write this book because of a certain persuasion I have. That is that Allah (God) never intended for you or I to be totally dependent on His creation for our basic survival. Therefore, He created every person with an innate ability to produce income for ourselves, from ourselves. That restless, yearning, nagging feeling you often have is potential looking for an outlet – entrepreneurship is that outlet.



*When you identify your abilities and point them in the direction of responsibilities, your income increases, your esteem increases, your health improves and you will find that you are genuinely overall happier with your outlook on life.” \_ Romana Muhammd*

The key to a successful start into business ownership is identifying the product or service best suited to your ‘gift’, ignites your passion and is something you know solves a problem.

So before you go all gung hoe naming, creating websites and branding , let’s figure out this one simple thing – the business you should start.



# What Is Entrepreneurship?

## The One Skill You Can't Live Without

Entrepreneurship is the one skill you'll find it hard to live without in a very short period of time. Even in the best career, if the only income you have is based on your JOB all you ever really be is Just Over Broke according to author, J. Paul Getty.

*"As you probably know, one of the most important keys to prosperity for all...is entrepreneurship. An entrepreneurial approach is vital...today."*

**Maxime Bernier**



*"The 20<sup>th</sup> Century was the century for global corporations, the 21<sup>st</sup> Century will be the age of sales, marketing and the entrepreneur."*

**Bill Gates**

If you are reading this information undoubtedly it is because you been experiencing some level of discomfort. The range of this discomfort is extremely varied – from levels of depression to physical lack in your life – but it all stems from one source, and that is unreleased potential.

I opened this section with a reference to a passage from J. Paul Getty, a phenomenal business man and author who was reported to be the richest private citizen in the world in 1966. In his book 'How To Be Rich', Mr. Getty states that you will never accrue wealth if you only work for someone else. In order to create wealth you must own and operate a business of some scale. This sentiment is echoed by Canadian Politician, Maxime Bernier, as he points out the vitality of the entrepreneurial approach and its importance as a key of prosperity. Bill Gates made similar comments when he stated "the 21<sup>st</sup> century will be the age of the entrepreneur...".





# What Is Entrepreneurship?

## Doing for self or suffering the consequences

As we were so eloquently admonished by the Nation of Islam's, Elijah Muhammad decades ago in his book, *Message to the Black Man*.

*"Success is the maximum utilization of the ability that you have."*

**Zig Ziglar**

*"You were born with the ability to change someone's life. Don't waste it."*

**Wisdom Quotes**



*"Disability is the inability to see ability."*

**Vikas Khanna**

*"Each of your abilities needs to be pointed in the direction or responsibility."*

**Romana Kerns-Muhammad**

These quotes underlie the mental state of us all as we are slammed into the arena of consciousness. As we strive to comprehend all that is happening in social arenas around us, ultimately a light is shone on who we really are and what we individually are made of. We become keenly aware of all that ALLAH (God) has gifted us with. This awareness naturally produces shame that we are not using the gifts to their fullest ability or it ignites a spark that yearns us into making sure we do use them fully.

Imam Shadeed Muhammad dutifully pointed out in a Jumu'ah khutbah that 'Every Blessing Ignored Is Cursed'.

**Note:** the Jumu'ah Khutbah is the religious-based talk given by a leader in every mosque around the world during Friday (Jumu'ah) service for Muslims.

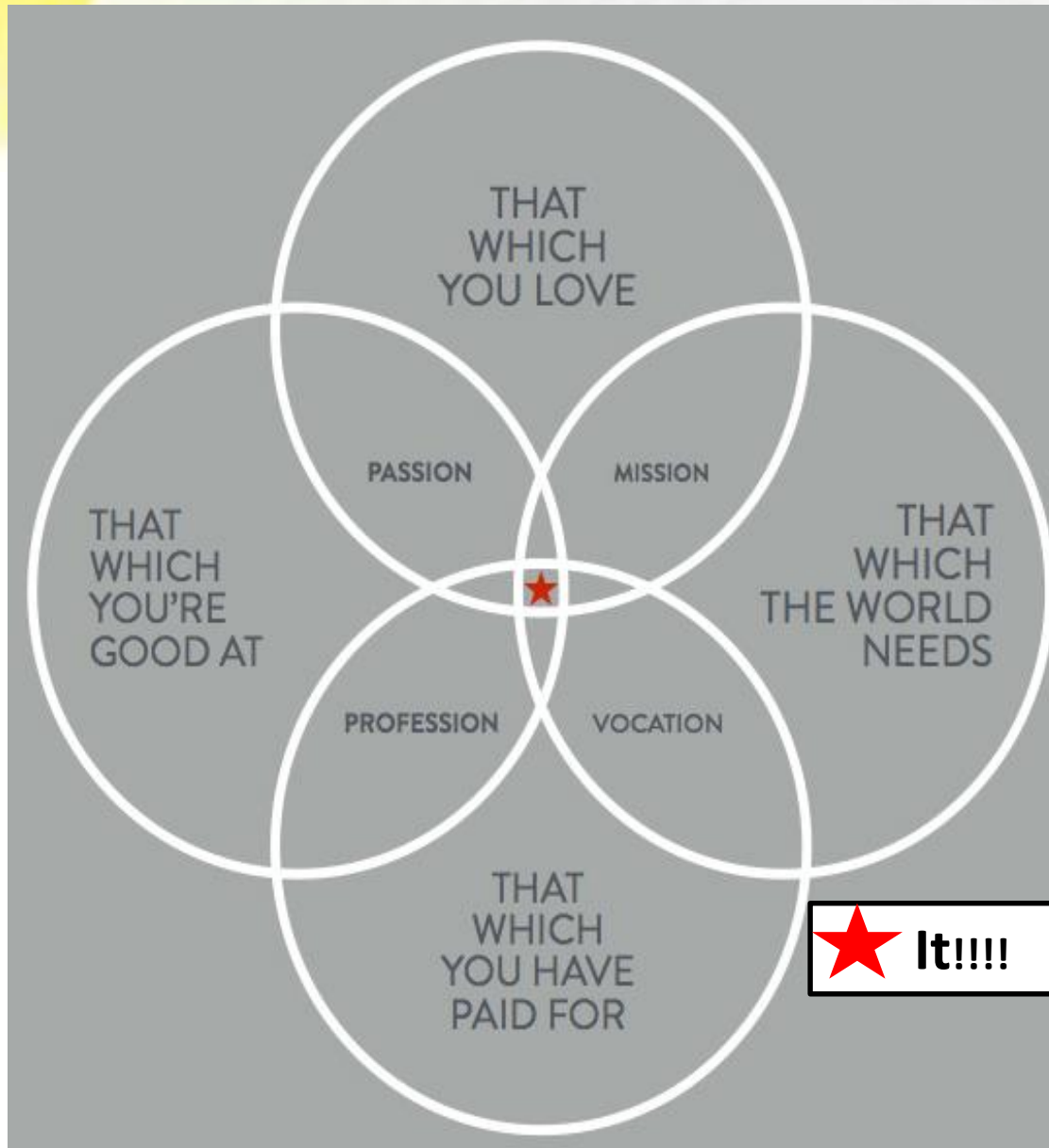
I submit that this is the shame, distress and dis-ease we experience when we are failing to live up to our full potential and being the answer ALLAH created us to be in certain situations. Being the answer or bringing value to people and situations is the door opener for entrepreneurship.



As our eyes are opened to problems within the scope of our influence, we become equally aware of our ability to provide solutions via self-produced services or products. Entrepreneurship is a helpful tool in gratifying all emotions associated with this awareness. Hence, its nature as “one of the most important keys to prosperity.” Prosperity simply means living and being your best on a variety of fronts according to your own terms.

*“A man of  
ability and the  
desire to  
accomplish  
something can do  
anything”  
- Donald Kircher*

# Your Prosperity Is Waiting At The Intersection of 'IT'...



*Inspired by Jim Collin's Book – Good To Great*

Your skills combined with passion, knowledge and the ability to solve a problem is the door-opener of endless opportunities for you.



# Why Entrepreneurship?

## Getting To Your Why

In the previous section I talked about the range of issues that can be expressed as a result of our awareness about unused potential stored in us. But, even when aware of these general symptoms, to really be successful, we have to be consistent and focused. This is easy when we narrow our vision into a specific WHY.

In considering some possible specific reasons for starting a business, let me share with you some core benefits entrepreneurship offers. The benefits of entrepreneurship



- Being your own boss
- Provoking a change in your future well being
- Greater personal gratification from self-directing potential
- Ability to build an inheritance to pass to future generations
- Increased personal wealth and social worth
- Better time control
- Higher earning retention





# Discover Your Inner Entrepreneur

## Does This Describe You?

- *Do you consider how you could services your company's customers better if they were YOUR customers?*
- *Do you find yourself constantly engaged in animated conversations about ideas you have for business ventures?*
- *If challenged can you come up creative ideas to solve a stated problem – no matter what the problem is?*
- *Are you the one all your family and friends seem to seek out for advice or to a listening ear?*
- *Do you feel unfilled and unchallenged in your current job position – as if you are not fully using your potential or ability?*
- *Do you just know a lot of stuff?*

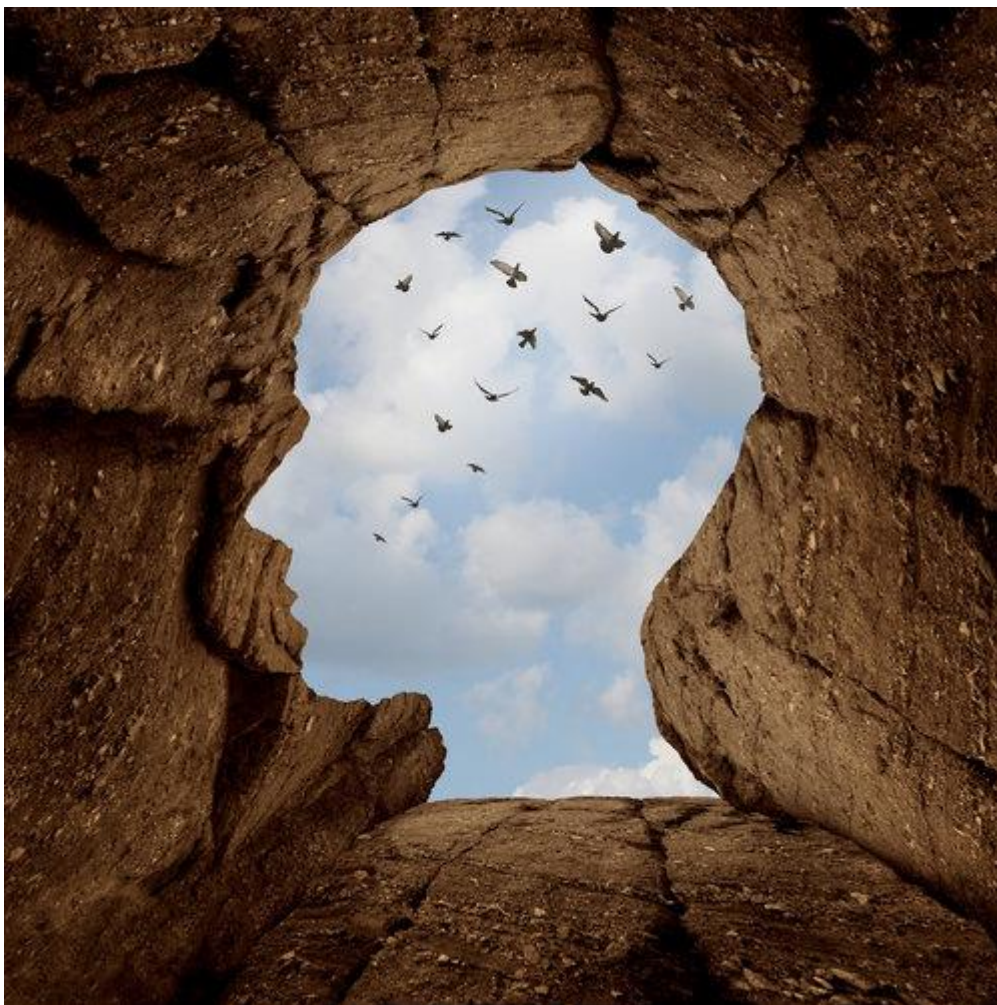
If you have answered “Yes” to any of the questions above, then I’m glad you are here. I’m glad you’re here because I am about to tell you exactly what you can do with that ‘Yes’...turn it into a business. In other words, explore entrepreneurship.





“To accomplish great things we must first dream,  
then visualize...then plan...believe...act!”

***Alfred A. Montapert***





# Discover Your Inner Entrepreneur





# Discover Your Inner Entrepreneur

## Step# 1 - Discover An Idea

Ideas about business opportunities will rush towards you at a mile a minute, so it is crucial to always be on the lookout for them and create a method of capturing those ideas. Something that presents itself may not be a RIGHT NOW idea, but the fact that it came to mind means it could fit in the repertoire of income streams somewhere at some point in your life. Get in the habit of recording these ideas by writing them down. To help you with this, click here to download my [Project Aspirations List](#).

The most viable ideas are most likely to come from your previous work experiences, hobbies you involve yourself with or frustrations you encounter as a consumer in the marketplace. The most important thing to remember about ideas is that it only takes one good one to literally change your life!

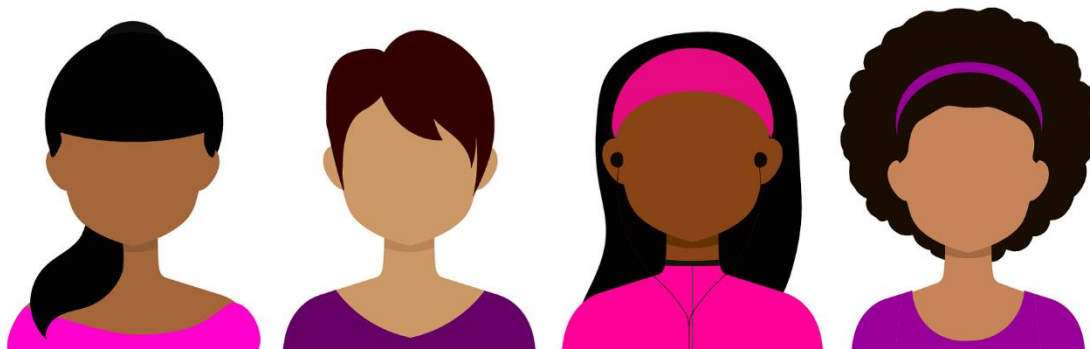
Business opportunities can be based on original ideas or by up scaling and making existing products or services more efficient or affordable. In a time and age where recycling is 'appealing', why wouldn't the concept also be applied to generating ways to produce income. In fact, figuring out how to extract an opportunity out of a tested and proven product or idea is very, very smart. You know there is already an existing market and coming up with marketing concepts becomes an easier process. The hardest work will be put into figuring out how you can make that product or service more valuable than the state in which you encountered. That's what will set it apart.







# Discover Your EType



## Step# 2 – Determine Your Entrepreneurial Type

Equally important as discovering an idea is discovering your personal EType or entrepreneurial personality.

Just as each person is different and unique from one another, having individual personalities, capabilities and approaches, so it is the same for entrepreneurs. Business is fueled by individuals performing tasks and providing products that meet the desire or need of others who can't, or don't want to, perform these services or make these products for themselves. This gap presents opportunities for you to create an income-producing endeavor based on your skill sets and tolerance

This theory promotes that there are areas of business which are better within our scope to complete at a high-level of performance, and therefore, better suited to your success as a business owner. You'll understand this principle more clearly when once you actually identify your EType.

Identifying your EType will prove a valuable asset in all other crucial elements of your business. This includes; naming, format, marketing, etc.

If you are interested in understanding your entrepreneurial type, please visit [www.imagineyouconsulting.com](http://www.imagineyouconsulting.com) and schedule a consultation to start the process.



# Mind Storming

## Mental Staycation...Go For A Little Mind Trip

### The Road of Entrepreneurship Ends....

*Entrepreneurship and the opportunities it offers varies according to individual. For every skill, talent and ability you possess, imagining it engaged in a responsibility that generates income opens an entrepreneurial opportunity. Give yourself permission to take a little mind trip and get the ball rolling towards business ownership. Thinking generates ideas and ideas are the foundation of everything...it all starts with an idea.*



The process of identifying the ideal business for you starts with acknowledging your abilities. Mentally seeing your ability in action is akin to identifying a problem and imposing the solution. That is exactly what entrepreneurs do – solve problems. Entrepreneurs create their own value by bringing solutions to the market.

Some of the most successful entrepreneurs and business owners you and I know of admit that a large portion of time is spent 'seeing' themselves successfully engaging in activities that are in the best interest of their entrepreneurial wellbeing. Take a look at the examples and benefits of visualization according to Speaker and Maximum Strategist and former Chicago Bears Linebacker, Matt Mayberry, :

*"Every Friday night after our team dinner, my college teammates and I would gather in the hotel conference room to prep for our game on Saturday.*

*We were led through a series of visualization techniques and practices by a sport's psychologist. Right away, I started to experience the incredible benefits of taking the time to picture myself succeeding before actually playing in the game. I visualized every little detail, from walking into the locker room, tying my cleats and having conversations with my teammates and coaches. (Continued.....)*



*(Cont..) I would picture myself having the “perfect game”, executing the defensive game plan and making big plays. The more vivid I was, the better I seemed to play. I couldn’t believe it. Before the game even started, I had already played the entire game in my mind. This made a tremendous difference because it greatly increased my confidence and comfort level.*

*In turn, I have been able to harness the power of visualization outside of athletics. Before I take the stage and speak to a large audience, I always picture myself giving the “perfect” speech. I begin weeks in advance by picturing the audience, my choice of words and the reaction from the crowd once I am finished. Visualization can be applied to any area of your life, as I know it has become very beneficial throughout mine.*

To follow up on this principle, I’d like to share with you a piece of advice I’ve always valued from one of my favorite Ementors, Mr. Jim Rohn. He asked the question, “when you begin any project?” He followed with the answer “as soon as it is complete...in your mind.”

This concepts is supported by biblical wisdom that encourages us to ‘begin with the end in mind.’

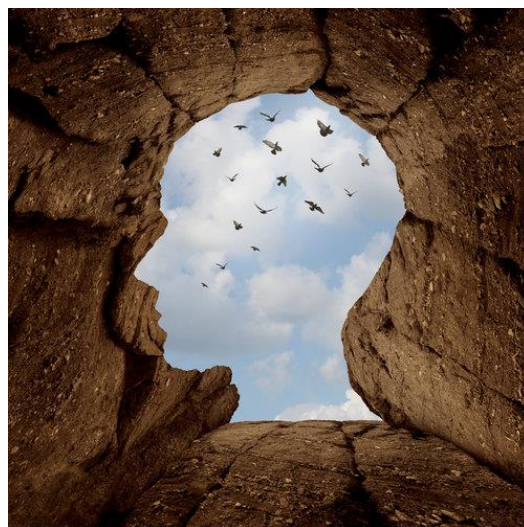


Before moving on, take a minute to consider these three examples of top performers who have mastered the tool of positive visualization and stand by it as a success tactic:

1. Boxing legend Muhammad Ali always stressed the importance of seeing himself victorious long before an actual fight.
2. As a struggling young actor, Jim Carrey used to picture himself being in the greatest actor in the world.
3. Michael Jordan is known to have constantly confessed he always took the last shot in his mind before he ever took one in real life – and we all know he is the BEST that ever did it when it comes to Bball!

Finally, in the words of Arnold Schwarzenegger “Create a vision of who you want to be, and then live into that picture until it is true.”

So – what can you ‘see’ yourself doing and actually getting paid for doing? Once you can answer this, be responsible to the vision, then evaluate the talent, skills and resources you have to bring that vision alive. Pursue entrepreneurship.





**A man  
without a  
vision for his  
future, always  
returns to  
his past.**

AUTHOR  
\_EGYPT\_  
THEGOODVIBE.CO



So how do you identify business ideas that are right for you? In the previous sections I actually gave you some clues. I mentioned visualizing your self engaged in solving problems and identifying the skills, talents and resources you readily have available to bring that solution to market. Just for clarity sake, let me mention here that your skill and talent are your 'gift'. They are just the raw form of the ability ALLAH blessed you with and are in need of your invested development and fine tuning to emerge as a skill or talent (ability) you become known for possessing.

Spending time identifying either is worthwhile, but because I am strong advocate of 'begin with the end in mind' and working backward philosophy, I would recommend starting with identifying a problem or problems and then figuring out if they are within your scope to solve.

As I stated earlier, creating solutions/solving problems is the very basis of entrepreneurship. Your ability to solve problems or bring some type of value is the most alarming clue you'll discover in identifying the ideal business venture for yourself.

When you become someone's solution, the money will follow – it's a universal principle, guaranteed. Not only will the money follow, but you will find every area of your life on uptick as a result.

The first step, however, is actively engaging in visualization. To get you started, next I have included a short exercise to help you get your feet wet in this process.

Happy thinking!!!!!! Happy visualizing!!!!!!



# Mind Storming

## Guess what I can do!

With these examples of the power of vision fresh in your mind, I want to invite you to complete a short exercise on your way to identifying the ideal business for you. Using the blank lined piece of paper on the next page, set a time limit for yourself and begin listing every and anything that comes to your mind that you are able to do with any level of competency and that you can picture yourself being paid to do. Feel free to use your own paper if you need additional space.





# Mind Storming

This image shows a single sheet of white, lined notebook paper. The paper has horizontal blue ruling lines spaced evenly down its length. A vertical red margin line runs parallel to the left edge. On the left side, there are three circular binder holes punched through the paper, positioned at approximately one-third, two-thirds, and four-fifths of the way down from the top. The right corners of the paper are rounded.



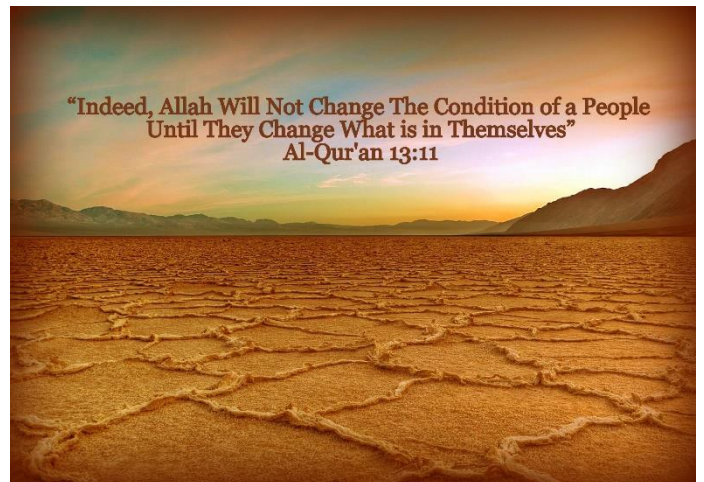


# Summary

At the start of this book, I told you how glad I was that you were reading it because it was a step towards the better part of your life. Throughout the pages, I was attempted to teach a tool useful in helping you change your station, condition and quality of life.

If you have completed the exercises and committed to understanding the principles I've shared, then I've completed the mission of this particular book and in doing so, have put you in a very precarious position. If you've followed me through these pages, then you are aware of your ability to be the change agent in your own situation and this awareness comes with the obligation to do so.

However, there are other steps that need to be coupled with identifying the perfect service or product on which to base your business. These include understanding the scale of your endeavors, understanding how to package and promote your service (marketing), pricing, etc., and I want to help you with that.



Please visit my website [www.imagineyouconsulting.com](http://www.imagineyouconsulting.com) and schedule a consultation to determine if you and I working together can pull all the pieces together and help you firmly embrace your very best life. Let help start your journey into business-ownership, inshaa'ALLAH (God willing).

Until then...Peace be with you,

*Romana – The Bizidr, getting and keeping you Motivated about entrepreneurship!!!!*

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