



# 40 Winning Principles for Startup Entrepreneurs

By

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Throughout the years of meeting with many successful entrepreneurs, I've noticed a difference in their mentality as to the way they approach life and their business.

I want to equip you with these 40 Winning Principles for Startup Entrepreneurs because they can truly benefit anyone planning on taking the entrepreneurial road to success.

You may or may not already be applying some of these principles. So I want to encourage you to either apply the ones you're not doing or make an assessment of the principles you're already applying to your business and see if there's any way you can take them to the next level.

Remember, there's always something to be learned when you're an entrepreneur.

## **Here are the principles:**

40. They are committed to their goals and dreams
39. They make an effort to look presentable at all times.
38. They operate on a predictable schedule .
37. They are disciplined with their daily activities.
36. They celebrate victories quickly and move on to the next goal.
35. They learn to avoid distractions by focusing on the big picture.

34. They place an importance on their health and being in good physical shape.
33. They focus on solutions instead of problems.
32. They have written reminders of why they started being an entrepreneur in the first place.
31. They focus more on leading their business instead of controlling their business.
30. They continuously improve themselves and their business (through reading books and listening to inspirational business leaders).
29. They follow-up in all areas of their business tenaciously.
28. They demonstrate and practice good personal financial habits.
27. They avoid working from a panic standpoint (and never let anyone see them panic).
26. They stay busy with their tasks instead of constantly worrying on what is going wrong
25. They are not seasonal with their work ethic (they do not just work very hard one month, then get casual or lazy the next month)
24. They are receptive to coaching from advisors and mentors.
23. They do not wait for disasters to happen before fixing a problem.
22. They never stop selling and prospecting.
21. They are always meeting new people and establishing new relationships
20. They nurture their relationships with existing clients and employees
19. They remain humble and try not getting too full of themselves.
18. They are more influenced by stories of success rather than stories of failure.
17. They show up to the office early and leave late

16. They schedule their personal time efficiently : Many entrepreneurs either don't schedule date nights and family time, or conversely they have too many date nights and family outings. However, being an entrepreneur is never an excuse for them to make time when it counts.
15. They correct themselves if they start developing a bitter attitude towards people.
14. They know how to balance work and fun.
13. They get a personal assistant when they need one: They understand that there is a cost to this, but overall it gives them time to focus on the core of their business.
12. They take responsibility when things go wrong and do not blame others.
11. They make the effort to keep learning about the product they're marketing.
10. They have a compelling, written business plan.
9. They don't wait for someone to tell them what to do
8. They delegate responsibility and concentrate on the areas that grow their business.
7. They feed their mind with positivity and do not allow negative influences to linger in their mind.
6. They have high enthusiasm for what they are doing.
5. They have a high personal level of integrity.
4. They do not obsess about profits too early in their business.
3. They love to compete against others and constantly strive to beat their personal best.
2. They are constantly strengthening their relationships with clients.

*The #1 reason why entrepreneurs succeed is this: They keep their head down and work hard as long as it takes.*

Take the time to check off those items on this list you're already applying and focus on those areas you can still improve on. Most importantly, don't give up if you're not up to

par with some of these. As long as you're constantly moving forward and improving, you are on track to be a successful entrepreneur.

***Patrick Bet-David***