

**“Indecision Is The Seedling Of Fear” (Napoleon Hill)**  
**By Gerald L. House MSM**

Did you know most prospective business purchasers never consummate a sale? For that matter, ninety percent of would be buyers will not even make an offer. Why is this? Could it be their lack of knowledge concerning the business buying process? Maybe the thought of owning their own business becomes more glamorous than the reality of the vocation. Is financing the problem? Or, perhaps they cannot get beyond the hurdle of leaving a regular paycheck?

On the other hand, there are several buyers who do manage to either start their own business or purchase an ongoing enterprise every year. What motivates these purchasers to “take the plunge” into business ownership and what traits do they possess that other buyer prospects lack?

Napoleon Hill in his book “Think and Grow Rich” explains how “desire” is the key to being successful but not just an incidental desire, a strong committed desire willing to stretch oneself completely to reach the ultimate goal. Perhaps this is the ingredient missing in most prospective business purchasers. I believe most people have an entrepreneurial spirit which lives within however, how strong this desire to succeed manifests itself becomes the true test to be discovered.

Are you willing to leave your comfort zone in order to quench your thirst for the opportunity to become a business owner? There are several inspirational books and audio tapes—not to mention the plethora of Internet Sites, claiming to stimulate and bring-out your capitalist spirit. However, how many of these books will actually motivate you to take action? It is my belief that action begets action therefore, until the

right event transcends your life, all the inspirational material in the world will not make enough of an impact to incite engagement on your part.

To this end, what events will trigger action in our lives? Many times it may just be the last confrontation with a boss who has just propelled you over the fence to action. More times than not, we find many business buyers are leaving other businesses as employees and seeking the same line of work or similar work on their own because they are tired of having their work directed by inexperienced managers. Michael Gerber in his book "The E-Myth" describes these individuals as technicians unable to cope with someone always looking over their shoulder and directing their work. On the other hand, it could be you are just fed-up with the bureaucracy within the organization and are ready for a change—whatever it may be. After all, most large corporations tend to be flat and offer very little opportunity for advancement for eager individuals who bought-in to the concept that hard work will guarantee success within the organization. Sometimes, as the commercial states, business buyers will want to "chase the dream before it gets too late". Nonetheless, it is no mystery the preponderance of business buyers are "first time" buyers supporting the theme of "lack of fulfillment" in their lives. These buyers are seeking the freedom and independence which self employed people enjoy.