



**Women's Business Center of California**  
**El Centro de Mujeres Empresarias de California**  
*Supporting the Successful Growth of Entrepreneurs*  
*Apoyando el Crecimiento Exitoso de Empresarios*

---



**The 4 P's of Entrepreneurial Success - by Michelle S. Butler**

***Passion – Planning – Preparation – Perseverance***

Passion vs. Planning

So, you've heard it before: "All you have to do to succeed in business is follow your passion," right? Wrong.

I've seen a lot of people "follow their passion," follow it right into the poor house that is. You also need equal parts of planning, preparation, and perseverance.

What entrepreneurs often forget

Entrepreneurs are enthusiastic, excited, and have big dreams and big goals. They always have passion, and they tend to be very perseverant. That excitement, however, often causes entrepreneurs to overlook the importance of proper planning and preparation.

**Passion:** So do you need passion? Absolutely. Is it enough? Absolutely not. That being said, passion is a must have, you have to love what you are doing so much that you're prepared to do eat, sleep, and breathe your business morning, noon, and night in order to get it up and running.

**Planning:** Entrepreneurs are doers, and are often times ready to execute their idea before developing a plan on if and how to execute. There is a difference between an idea for a business, and a true business concept.

Entrepreneurs first need to face the fact that just because they are excited about their idea, does not mean that the marketplace wants the product or service. The entrepreneur most commonly skips right over analyzing the marketplace.

Another mistake is realizing that even if the idea is a good business concept, there are various ways to approach the marketplace and execute the business. Not to be the bearer of bad news, but wouldn't you want to increase the odds of success with a solid business plan, rather than rely on luck?

**Preparation:** Now, one doesn't go into business thinking that they are going to lose money, if that were the case, you wouldn't go into business in the first place, would you? So an entrepreneur is absolutely an optimist, and since they really believe they have a winning idea, they assume they are going to make money, and make it quickly.

So the very thing that makes an entrepreneur entrepreneurial also makes them see no reason to really prepare. At the same time however, it is no secret that most new businesses fail within the first year of operation. Not only did many of them not plan, they also did not prepare.

Entrepreneurs often underestimate start-up and operational costs, and also tend not to account for the unforeseen.

**Perseverance:** Even with a ton of passion, the best laid plans, and taking the time to fully prepare, starting your own business and making it through that first year is still an uphill battle. The ability to persevere, overcome obstacles, and maintain that passion through the tough times is crucial to long-term success.