



Entrepreneurship 10



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“For every failure, there’s an alternative course of action. You just have to find it. When you come to a roadblock, take a detour.”

—Mary Kay Ash

OBJECTIVES

- Redefine the term *entrepreneur*
- Apply entrepreneurial characteristics to your career choice
- Describe the components of a business plan
- Discuss the importance of career choice
- Discuss the purpose and components of resumes and cover letters
- Explain when and how to ask for a sponsorship

KEY TERMS

Career test
Corporate sponsorship
Cover letter
Chronological resume
Endorsement

Entrepreneur
Entrepreneurial spirit
Executive summary
Functional resume
Income statement

Owner's equity
Private sponsorship
Sponsorship

Each semester more students ask if they can forgo writing a resume. They never intend to apply for a job; they each tell me a dream—some dream of owning a business; some want to develop a multimillion dollar conglomerate; others dream of a small boutique. Some dream of freelancing as photographers or writers. Some students dream of a bass fishing circuit or becoming a billiards champion or a rodeo cowboy. Yet most of my students still plan to enter the workforce as employees. Regardless of how you plan to earn your money, the first step to financial security is to earn a good living.

Entrepreneur Person who takes a vision and makes it a reality.

Entrepreneurs are people who take a vision and make it a reality. Entrepreneurship traditionally implies success in a business venture. We think of entrepreneurs as people who own and operate their own businesses. Let's expand our idea of an entrepreneur to include someone who makes a good income doing what they love. Most of us pick our career based predominantly on income. When we start out young and hungry, we need to meet our basic needs for shelter and food. We tend to think of our careers in the early stage of life strictly on a "how much can I earn" philosophy. After we have satisfied our needs for a safe place to live and we have enough money to eat something other than noodles, we realize how important personal satisfaction is in our careers. True success, however you define it, is always more than how much you earn. If you work 80 hours a week at a job you hate, it doesn't matter how much money you earn. You still won't feel successful. Success, like beauty, is in the eyes of the beholder; we each have our own definition of success. Finding the career that allows you to earn the income you desire while working at a task you find rewarding and satisfying takes careful consideration and planning.

The Entrepreneurial Spirit

Entrepreneurial spirit The drive behind a successful person.

The **entrepreneurial spirit** is the drive behind a successful person. It is often broken down into a set of characteristics. Many resources on entrepreneurship give a set of characteristics followed by a series of questions so you can assess your ability to be an entrepreneur. These are helpful, but they shouldn't be used to deter you. Everyone is born with a different set of talents. We all have natural strengths and weaknesses, but no one is born with a completely developed set of talents. We all must learn and develop our natural talents. We all have weak areas where we must struggle to gain proficiency. Successful entrepreneurs are people who developed these characteristics over time, and you can, too. Most entrepreneurs are:

- Passionate
- Persistent
- Adventurous
- Positive
- Self-aware
- Focused
- Flexible
- Honest

PASSIONATE

If you do what you love, the money will follow. Pursuing your own personal passion is critical to success. You don't want to just earn money, you want to enjoy life. When you are passionate about something, you bring all of yourself to the endeavor. You will naturally work longer when you are working on something you enjoy doing. If you love what you do, work is like play. If you love to fix cars, the choice to be a mechanic may be obvious. But what if you love to shop and the choice isn't so obvious? Jennifer Aniston's character on *Friends*, Rachel, had the same problem. She loved to shop and struggled to find a career in the early years of the sitcom. She did find her ideal job, and she didn't give up her passion for shopping. She became a buyer for a high-end fashion store. Success will come if you are passionate about what you are doing.

PERSISTENT

Persistence pays; don't give up. Many childhood stories teach the lesson of persistence. *The Little Engine That Could* tells the story of a small train engine that carries a heavy load up a hill by repeating the words "I think I can," "I think I can." We all experience setbacks; it is a normal part of life. Success comes with persistence.

ADVENTUROUS AND POSITIVE

Risk evokes ideas of fear; adventures evoke ideas of a journey. Both deal with the unknown. Entrepreneurs are willing to take risk; they are adventurous. When you are faced with a new opportunity, you can choose to focus on the fear of "what if," or you can choose to focus on the excitement of the challenge and the journey. The difference between being fearful and adventurous is a simple matter of how you look at new challenges. A positive outlook can be developed if you weren't born with one naturally.

SELF-AWARE, FOCUSED, AND FLEXIBLE

To develop new strengths, you need to know what your current limitations are. Self-awareness is an important part of being successful. Listening to yourself and trusting your instincts are part of self-awareness. Most successful people have learned to listen to their instincts. Self-awareness also contributes to the discovery of our passions. Self-awareness helps us to overcome our limitations. Take the time to reflect on your hopes, dreams, fears, strengths, and limitations. Once you know what you are passionate about, what strengths will help you achieve success with your passion, and what limitations will hold you back, it is easier to stay focused. Entrepreneurs are focused on the goal, and they are flexible enough to find new paths when they run into dead ends.



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If you have a passion for rock climbing, what is one way you can turn that into a career?

HONEST

The last but certainly not the least characteristic of being an entrepreneur is honesty. Honesty develops trust. Great entrepreneurs surround themselves with good people. Success is built on relationships, and relationships are built on trust. Good relationships allow you to delegate tasks you are weak at to those who are talented in those areas.

BE THE ENTREPRENEUR OF YOUR LIFE

The entrepreneurial spirit will bring success in any endeavor. You can be the entrepreneur of your own life. How you put the entrepreneurial spirit to work in your life is up to you. If you dream of owning your own business, you need to learn about creating a business plan. If you dream of climbing to the top of the corporate ladder, you need to learn about employment trends. If your dream of being a star athlete, you need to learn about sponsorships. The rest of this chapter is broken into sections so you can focus on your area of interest.

Business Plans

If you want to finance your business venture, you will need a business plan. A business plan is used to obtain a loan. Even if you are lucky enough to have your own finances, you will still want to take the time to write a business plan. A good plan is the starting point for any new business. Here we will provide a general overview of a business plan. If you want more information, use the references we've provided through this text's accompanying web site. There are also courses you can take dedicated to the development of a business plan. Check with your college or university to see if it offers one. A business plan contains the following:

- Executive Summary
- Description
- Marketing
- Competition
- Development
- Management
- Finances

EXECUTIVE SUMMARY

Executive summary The first page of the business plan that clearly highlights all the important points of your entire plan.

The **executive summary** is the first page of the business plan, but it will be the last one you write. The executive summary should be one page or less. It clearly highlights all the important points of your entire plan. A potential partner or financial backer will typically decide whether he or she is interested from reading this one page. If he or she is interested, he or she will read the rest of your plan. This is the most important part of your plan since it is the first impression. The executive summary should summarize the business description, show how you will make a profit, and describe how the business will be funded and structured.

In the first paragraph describe the business. Clearly state what the business will provide, who the customers will be, and what makes this business competitive. Next, describe your business's financial information. What are your projected sales, profits, cash flows, and your return on investment? Follow the financial information with how your business will be funded. This is where you tell the reader how much of your own money you are investing and ask for how much you need. Include how your company will be structured. Will it be a sole proprietorship, a partnership, or a corporation? Include any additional information that is critical to the business; for example, do you have a patent or an exclusive contract?

DESCRIPTION

The description here will be longer than the description in the executive summary. Start with the industry your business is in. Is it food service or industrial manufacturing? Is this industry growing; is it expected to continue growing? What makes this a good industry to start a new business in for your location? Describe your business within the industry. What will you produce or provide and who are your customers? Include how your business will be structured; is it a corporation or a partnership? What gives your business a competitive edge? For example, you make and sell fresh ice cream in a boutique with a porch-like atmosphere; your competition sells prepackaged ice cream in a franchised store.

MARKETING

You can probably think of one or two great commercials. When you think of marketing, you may think of advertising, and that is one piece of a marketing plan. Although you will address advertising as part of the promotional aspect of your product, it is one of the last items in a marketing plan. A marketing plan requires you to study your competition and your customers. A careful analysis of your competition and future customers is called a market analysis. You will want to research the desires of the customers as well as the available services and products provided by your competition. Once you know your market, you will need to decide how you will distribute, price, and promote your product. There are an infinite number of combinations, and your marketing plan will depend a great deal on your product, business structure, the market, and your instincts. However, determining exactly how you will market your product in clear precise detail is essential to a good plan. Once you determine how you will market your product, you can project how much market share you can capture. Market share is the percentage of customers who use your product or service and will become your customers. This information is needed so you can project sales and profits. Your pricing strategy will also affect your projected profits.

COMPETITION

Who is your competition and how is your product or service better for the customer? This is the question you want to answer in this section of your

business plan. Most of the groundwork for this section is accomplished in your marketing plan. This section compares your marketing strategy to your competition's marketing strategy. Clearly state your product, distribution, pricing, and/or promotion beats your competition's. Although it may seem redundant to you, it is important that you concisely spell out how your product or service provides your business with a competitive edge.

DEVELOPMENT

How will your business grow and change? What is your vision for the next year, the next five years? There are three main areas of development you will want to address:

- Product
- Market
- Business structure

Will you add or change your product? Do you plan on developing a new product? This can be as simple as adding new flavors to the menu of our ice cream boutique or as complex as developing a hybrid vehicle. If you plan to develop new products, you need to include the cost of product development in your financial plan. You will need to set clear goals with timelines and budgets for the new product.

If you develop a new product, you will also need to consider how to market the product and how your business structure will be changed by the addition of the new product. Will you need to add a new facility or hire new personnel?

Even if you don't intend to develop a new product in the next five years, you need to address how your business will grow. How will you develop new markets or new customers? Will you hire new employees? Once you decide how to grow your company, whether through new products, new marketing strategies, or additional locations, you need to budget for this growth. If you sell more ice cream, you will have to make more ice cream. Ingredients come with a cost, so it is important to plan for the development and growth of your business. The cost of making the ice cream is incurred before you can sell it. If you fail to plan for growth, your business will not be able to grow.

MANAGEMENT

Who will operate your business, how many employees do you need, and how much will it cost for day-to-day operations? These are the questions you want to answer in this section. You will want to detail your business operations here and the expenses associated with them. A large company would be divided into operational units such as:

- Customer service
- Marketing
- Product development
- Sales
- Administration



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Will your business plan account for employees? To secure financing, make sure to include resumes for any key personnel.

Within each unit you would list key personnel and develop spreadsheets for operating costs. For a small family-run business, you wouldn't need to break the business into operating units, since one or two people are likely to handle all aspects of the operation. You still need to develop operational costs for the business and break them into categories that make sense for your business. For our ice cream boutique example, we might want to break the operational costs into categories for

- Supplies
- Equipment
- Overhead

The supplies would include the ingredients to make the ice cream plus the cups, cones, dishes, spoons, napkins, and miscellaneous preparation items we would need to operate. Equipment would include freezers we need to buy to start our business, cash register, counters, tables, and chairs or stools, for example. Overhead would include rent and utilities. How you divide the operation costs depends greatly on how you operate your business, but it is important to carefully plan for all costs. For business plans intended to secure financing, you also want to include the names and resumes of the key personnel in this section.

FINANCES

The financial section of a business plan is comprised of three financial statements, each followed by a brief analysis. The three financial statements are remarkably similar to the three financial statements you developed in Chapter 1 for your personal financial plan. The main difference is a business plan includes an income statement instead of a budget. The three financial statements to include in your business plan are the balance sheet, the cash flow statement, and the income statement.

Balance Sheet

Owner's equity Net worth in a personal balance sheet.

A balance sheet for a business is developed just like a personal balance sheet. It lists assets in the top section, liabilities in the middle section, and owner's equity at the bottom of the statement. **Owner's equity** is similar to net worth in a personal balance sheet. For a personal balance sheet we used the equation:

$$\text{Assets} - \text{liabilities} = \text{net worth}$$

The same equation is used in business but it is rearranged. First, let's substitute the business language of owner's equity for net worth:

$$\text{Assets} - \text{liabilities} = \text{owner's equity}$$

Now we have the same equation with business terminology, but for standard accounting practices the equation is rearranged so assets are on one side of the equation. Add liabilities to both sides of the equation and you get:

$$\text{Assets} = \text{liabilities} + \text{owner's equity}$$

For a business balance sheet use the equation in this form.

Cash Flow Statement

The cash flow statement for business use is prepared like the cash flow statement for personal use. It shows the cash flow in and out for a given time period, typically a month. For a new business, a cash flow statement would be generated every month. The difference between the cash flow statement for personal and for business use is how you label your income and expenses. For a personal cash flow statement, you would list salary or wages; for a business cash flow statement, the most common income would be from sales. As a personal cash flow statement has multiple types of income—for example salary, alimony, interest income, or gifts—so a business cash flow statement has multiple types of income. Common types of income for a business are the following:

- Cash on hand
- Sales or service charges
- Receivables
- Interest from investments
- Cash received from the liquidation of assets

The cash flow statement for a business is used to determine if a business has enough cash to continue operations. Since it takes money to produce a product before it is sold, or it takes cash to pay salaries for employees who offer a service before the customer is charged, it is important for a business to maintain adequate operating capital to continue business. When investors look at a business's cash flow statement, they are assessing a company's ability to pay its bills and suppliers.

Cash outflows for a business will typically include any or all of the following:

- Supplies
- Labor
- Overhead

- Advertising
- Administration
- Professional services
- Loan payments
- Equipment
- Taxes

Like a personal cash flow statement, a business lists the actual income it received and the expenses it paid during the past month.

At the bottom of the cash flow statement the total expenses are subtracted from the total income.

$$\text{Income} - \text{expenses} = \text{current cash flow}$$

The current cash flow is carried over to the next month as cash on hand. This number can be positive or negative, just like a checkbook balance can be positive or negative. Although both are possible, a positive cash flow is preferred.

Income statement

The **income statement** is used to show a company's profitability. It is similar to the cash flow statement, because it lists both income and expenses; however, it is different from the cash flow statement because it includes deductions for tax purposes, and it includes taxes that have accrued but that have not yet been paid.

The income statement is written in the following pattern:

Revenue: Total income generated by the business

Cost of goods sold: Cost of materials or ingredients to produce a product or cost you paid for items you sold

Gross profit: Revenue minus cost of goods; for service industries, revenue equals gross profit

Operating expenses: Cost of labor and overhead to operate the business

Net profit: Gross profit minus operating expenses

Depreciation: The decrease in value of using a piece of equipment or building. These are known as capital assets. Depreciation is a deduction for tax purposes and an expense that isn't true cash outlay

Interest: The interest cost for all debt

Net profit before taxes: Net profit minus depreciation and interest

Taxes: All taxes levied against the business

Profit after taxes: Net profit before taxes minus taxes; this is a company's bottom line

A well-written business plan takes a substantial amount of time to write. It involves researching the market and projecting future sales. A good business plan is crucial to the success of a business. Most startup business failures happen in the first five years, and they fail because they did not have enough money to continue to operate. A good plan will project future operating costs

Income statement
Financial statement reporting a company's profits.

Income statement
A financial statement used to show a company's profitability.

and sales, which will allow you to determine whether you have enough capital to get the business off the ground in those early lean years. A business plan can be either formal or informal. A formal plan is used to obtain financing and is an external document. It often includes color graphics and charts and is bound and printed professionally. An informal business plan is an internal document, and although the aesthetics of the informal plan are less important, the details of an informal plan are as important, if not more important. Your business plan maps out how you will use your resources to generate a profit.

Corporate World

If you want to use your entrepreneurial spirit in the corporate world, you'll need to decide on a career path. When considering a career path, you should not make your decision based solely on income; also consider your life style and passions.

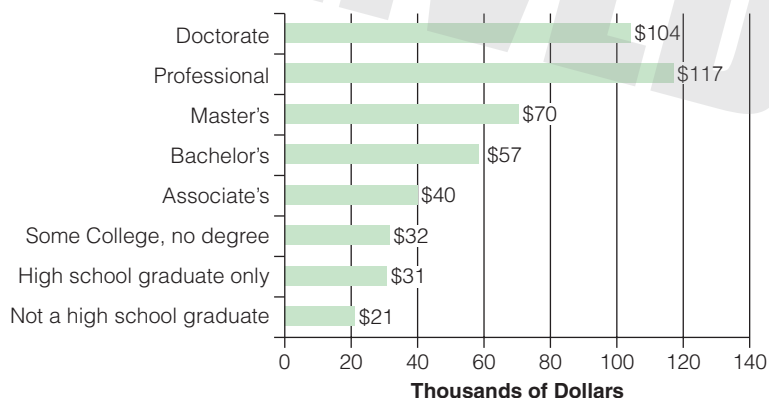
Two main factors influence earning potential in the corporate world:

1. Level of education
2. Choice of career

A direct correlation exists between higher education and higher earnings. **Exhibit 10.1** shows the average annual earnings by education level for the U.S. population. The income differences are striking. A person who graduates from high school makes on average \$27,280, 45 percent more than someone who doesn't have a high school diploma. A bachelor's degree increases the average income to \$51,194, an additional 88 percent over a high school graduate.

The second factor that affects a person's capacity to earn income is career choice. Of course, since many careers require a minimum level of education, your career choices are limited or enhanced by your education. **Exhibit 10.2** shows the highest and lowest paying occupations by education and training.

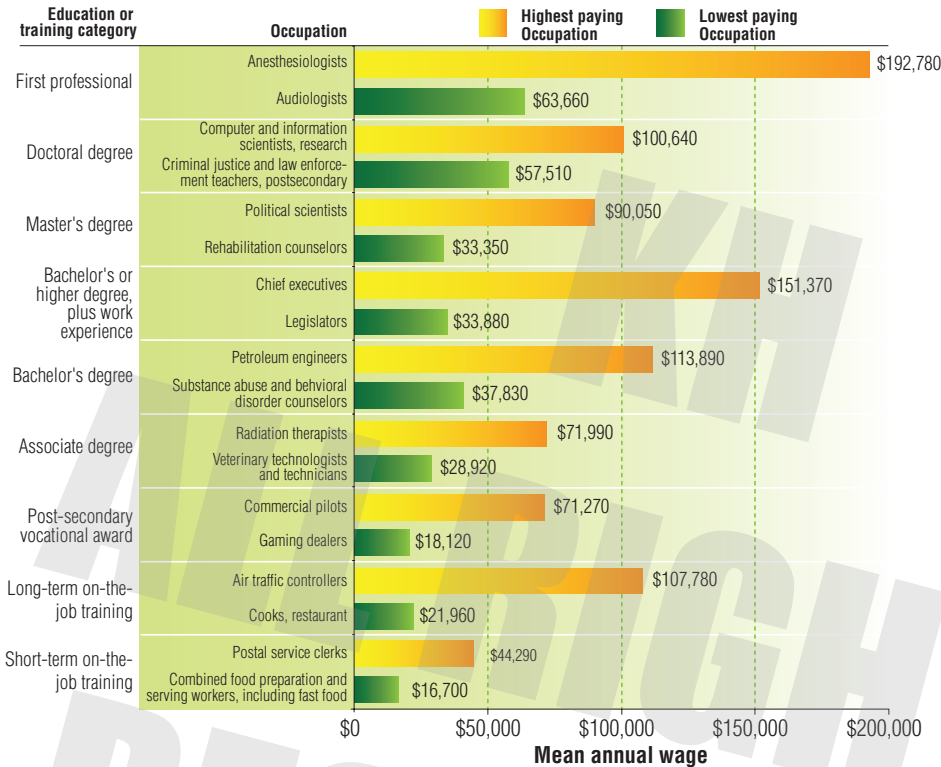
EXHIBIT 10.1 AVERAGE ANNUAL EARNINGS BY DEGREE LEVEL (\$1,000)



Data compiled from U.S. Census Bureau, Current Population Survey.

HIGHEST AND LOWEST PAYING OCCUPATIONS BY EDUCATION AND TRAINING CATEGORY, MAY 2007

EXHIBIT 10.2



Source: <http://www.bls.gov/oes/2007/may/figure9.pdf>

Naturally, occupations that require higher levels of education in general pay higher salaries. However, this is not always the case. Notice the highest paid profession for long-term on-the-job training is an air traffic controller, and the pay is higher than the highest paid occupation that requires a master's degree.

LIFESTYLE

Do you want to live in the country or the city? Do you prefer to travel or stay close to home? The variety of occupations available in the city is far greater than those available in rural communities. Engineers and corporate buyers have more opportunities to travel on a business expense account than mechanics and elementary school teachers. Your career should enhance your life, not rule it, so make sure your career choice fits well with your lifestyle.

PASSIONS

What are you passionate about? When you incorporate your passions into your career choices, you are more likely to enjoy your job. Ask yourself, "What



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What would you do with your life if money were not an issue?

would you do all day if money was not an issue?” Take your answer to the previous question and ask how you can turn that into a career.

If you aren't sure what you want to do for a living, you aren't alone. The average American changes careers completely three times in his or her adult life. We grow and change through life. Take a chance and try a career; if you don't like it you can always try another one. Many college degrees will open more than one door.

CAREER TESTING

If you need help deciding which career to pursue, take a few career tests. Most colleges and universities offer free career tests through their career placement or student services. You can also take free career tests online. **Career tests** ask you a series of questions about your preferences between specific tasks. For example:

Which of the following would you prefer the most? Which would you least enjoy doing?

- Bake a cake
- Mow the yard
- Read a book

Your answers are compared against required skills sets for occupations, and you are given a report that tells you which careers are best suited to your interests. When taking career tests, remember they are designed to be a guide, not a definitive answer. Take several and compare the suggestions against your own list of ideas. To help you get started try a few of these web sites:

<http://www.livecareer.com>

<http://www.careerexplorer.net>

<http://www.careerplanner.com>

<http://www.questcareer.com>

Chapter 10 - Entrepreneurship

Resumes and Cover Letters



Your resume and cover letter introduce you to a prospective employer. Its appearance is a direct reflection on you. You would carefully consider what to wear and how you wanted to present yourself for an interview. The same is true for your first introduction through your resume and cover letter. You want it to be neat, free of errors, and organized to present you in the best possible light. Here we will provide a brief summary of what is included in a resume and cover letter. For more detailed guidance to write your own, please visit the companion web site for this text. There you will find links to web sites with detailed resume and cover letter writing information.

RESUMES

A resume summarizes your skills, education and work experience. The most common format for a resume is chronological. A **chronological resume** lists your information from most recent to the oldest. A **functional resume** does not use chronological order; it highlights specific skills aimed at a specific occupation. Functional resumes are often used to draw attention away from large gaps in work history. This is not necessary for new college graduates, since most employers expect new graduates to have limited work history directly related to their new degree. A functional resume is also a good choice for a major career change. It allows you to highlight skills from the former occupation to emphasize their fit in the new occupation. You can also include a section on work history to demonstrate you are not using the format to hide a gap in work history.

The standard chronological resume for a new graduate includes the following:

1. Personal Information: name, address, contact information
2. Objective: specific objective you hope to achieve with this resume
3. Education: degrees earned, course of study, university name and address, graduation date
4. Employment: job title, company information, hire and leave dates
5. Other: affiliations, organizations, awards, certifications, special training, or any other information to showcase your qualifications

Once you acquire some work experience directly related to your degree, you would list employment above the education. You always want to show the most current information first.

COVER LETTERS

A **cover letter** is your resume's introduction; it states which position you wish to apply for, tells how you fit the position, and asks for an interview. A cover letter is brief, but clearly identifies which position you wish to apply for in the opening. In the body of the cover letter you can expand on your qualifications to show how you would benefit the company if you were hired. Here you can tell more about an award you won or why you chose the field of study you did. You also

Chronological resume

Lists your information from most recent to the oldest.

Functional resume

Resume that does not use chronological order; it highlights specific skills aimed at a specific occupation.

Cover letter A resume's introduction; it states which position you wish to apply for, tells how you fit the position, and asks for an interview.

want to tell the company specifically why you are interested. You will need to research the company if you want to make your cover letter shine. Knowing more about a company improves your chance of correctly stating why it is a great company to work for. How do its objectives and goals align with yours? In the last paragraph you want to specifically ask for an interview and thank the reader for his or her consideration. Include specific information on how to contact you.

STRETCH YOUR DOLLAR

PURSUE YOUR PASSION

Select a career to allow you to pursue a passion of yours. When your job aligns with your interest, you naturally work longer and make more money.

Sponsorships

If you answered the question in the previous section, “What would you do all day if money wasn’t an issue?” with an answer like fish or play pool, you may need a sponsor. You could turn those answers into careers, such as becoming a mechanical engineer and designing better pool cues. If you want to fish, you could become a marine biologist. But if you consider your answer and decide you want to play pool or participate in bass tournaments for a living, then sponsorships are a great way to increase your income.

For athletes who participate in sports that don’t pay substantial salaries, sponsorships provide money for their training, travel, and living expenses. Sponsorships come in a variety of sizes. They can be as small as a single entry fee for a single event or as large as a good annual salary. Sponsorships are typically either private or corporate.



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If your passion is to compete for a living, it may be possible to obtain a sponsorship.

Private sponsorships include financial support from family, friends, and fans. They typically are provided without a business agreement. The sponsor provides financial backing for pleasure of participating in the athlete's success. There are some wealthy individuals who follow sports who have provided substantial financial support to athletes. The athletes who receive these types of sponsorships are usually approached by the fan.

Corporate sponsorships come in one of two forms: sponsorships and endorsement contracts. Both are business arrangements where the athlete receives funds, and the business receives advertisement. In a **sponsorship** the advertisement comes in the form of the athlete's displaying the business's name or logo on the equipment, gear, or clothing. With **endorsement** contracts the athlete actually participates in ad campaigns in commercials, print advertising, or even product packaging. Wheaties is famous for the athlete it puts on its boxes. Endorsement contracts are more prestigious and lucrative, and they are typically offered to the top athletes in any given sport.

So if you are just starting out, how do you obtain sponsorships? Start close to home. Ask local businesses you frequent if they would like to sponsor you. Offer to wear their logo and name when you participate in the event. You can start small and ask them to sponsor one event, for example, one bass tournament. Plan ahead and have a list of tournaments you would like to participate in, make a chart with the tournament names, dates, locations, entry fees, travel expenses, and any other pertinent costs. Make a list of companies that sell goods related to your sport. For example if you play pool, which brand of pool cue do you use? Which brand of pool cue do you wish you could afford? What companies supply chalk, pool balls, and pool tables? Research the companies on your list so you have a clear understanding of what each company offers and what its business philosophy is. Then write each one a letter asking them for a sponsorship. Sponsorship letters are similar to resumes. They should be brief, clear, and concise. They should start with an introductory sentence that asks for what you want, a sponsorship. Next tell them what you can offer them—for example, you will wear their logo at the following tournaments. In the second paragraph list your accomplishment in the sport. For example, you have participated in 14 tournaments this year, won seven first-place trophies and two second-place trophies. The third paragraph should include your contact information. Close the letter politely.

Private sponsorship

Financial support from family, friends and fans.

Corporate sponsorship

Business arrangement where an athlete receives funds and the business receives advertisement.

Sponsorship Money provided for education, travel, and living expenses for students, often athletes.

Endorsement A type of corporate sponsorship where the athlete actually participates in ad campaigns.

SUMMARY



Entrepreneurs are people who take a vision and make it a reality. We tend to think of our careers from a “how much can I earn” viewpoint. True success, however you define it, is always more than how much you earn. Finding the career that allows you to earn the income you desire while working at a task you find rewarding and satisfying takes careful consideration and planning. The entrepreneurial spirit is the drive behind a successful person. Entrepreneurs possess the following characteristics:

- Passion
- Persistence
- Adventurousness
- Positive outlook
- Self-awareness
- Focus
- Flexibility
- Honesty

The entrepreneurial spirit will bring success in any endeavor. You can be the entrepreneur of your own life. How you put the entrepreneurial spirit to work in your life is up to you. If you dream of owning your own business, you need to learn about creating a business plan. If you dream of climbing to the top of the corporate ladder, you need to learn about employment trends. If you dream of being a star athlete, you need to learn about sponsorships.

If you want to finance your business venture, you will need a business plan. A business plan is used to obtain a loan. Even if you are lucky enough to have your own finances, you will still want to take the time to write a business plan. A good plan is the starting point for any new business. Business plans contain the following sections:

- Executive summary
- Description
- Marketing
- Competition
- Development
- Management
- Finances

If you intend to enter the corporate world, you need to select a career to fit your lifestyle and passions. Career tests are useful tools to help you research career options to match your interest. The first introduction to an employer is usually made through your cover letter and resume. They should be well written to represent you in the best possible light.

If you are more interested in a sport or freelance activity as a profession, sponsorship can bridge the income gap. There are both private and corporate sponsorships available to help you pay for expenses, travel, and fees related to you activity. A sponsorship letter is similar to a cover letter, but written with a different request. Instead of requesting an interview you request a sponsorship.

CASE STUDIES

COLLEGE STUDENT

If Kevin Maedor wants to work in the corporate world as an engineer, what should he do to prepare?

1. Which documents does he need to write?
2. As a new graduate, which type of resume should he use?
3. Draft an outline of a resume for him with headings in the proper order for his stage in his career.

NEW GRADUATE

Rene Harris would like to apply for a nursing position at a clinic.

1. Which documents does she need to write?
2. Which type of resume should she use?
3. Draft an outline of a resume for her with headings in the proper order for her stage in her career.

CREATE YOUR OWN FINANCIAL PLAN

1. What are your passions in life?
2. How can you use your passions as a part of your career?
3. Depending on your answers, use the web site for this text and explore the tools to help you write a business plan, write a cover letter and resume, or write sponsorship requests.
4. Break your career goal into smaller steps, make each step a SMART goal.

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REVIEW QUESTIONS

CHAPTER 10

1. What is an entrepreneur?

2. What is the entrepreneurial spirit?

3. What are the common characteristics of an entrepreneur?

4. If you weren't born with all the strengths of an entrepreneur, does that mean you won't be a success?

5. What are the main components of a business plan?

6. If a new owner has personal finances to cover the costs of operating a business does she still need a business plan? Why or why not?

7. What serves as your first introduction to an employer?

8. What factors should you consider when you select your career?

9. Who would want to apply for a sponsorship?

10. What is the main difference between a corporate sponsorship and an endorsement contract?

KH
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