



DEALING WITH PRESSURE FOR THE HOME-BASED BUSINESS ENTREPRENEUR

What is the most effective way to deal with the anxiety that a home-based business entrepreneur experiences? The quick answer is to realize that this is part of being a business owner and to learn to live with it. The anxiety will not go away over night and you may be experiencing it for many years as you look at the profit/loss margins that occur with starting a business and moving to a place where it is stable and successful.

Many people are drawn to the idea of being self-employed, and not having to work for a boss and also because they think that there are many freedoms with this type of business. They soon find out; however, that this is not the case and they will actually be working long, hard hours for a few years as they try to get their business on its feet. The difference in being self-employed is that everything rests on your shoulders. When you were working for someone else, you had to deal with things you probably did not want to but the entire weight of the financial success of the company was not your concern – now it is. You are now concerned if there will be enough profit to pay your employees, your vendors, and your bills.

Remember that simply because you are feeling pressure does not mean your business is going to fail. It simply means you are now in business for yourself and are facing the same pressures that all business owners experience at some time or another. Anxiety is a great motivator. You may wake up and not want to do any work, you would prefer to make an early round of golf, instead you realize that if you choose this option you will only be making it more difficult for yourself and you will lose money as opposed to making money. I would actually be concerned if you started a new business and had absolutely no fears at all, that is being arrogant and has a great chance of leading to failure.

There is a difference in being confident about your business venture and arrogant. Arrogant is thinking nothing will go wrong and you do not have to make an effort or sweat over the financial affairs of your new business. So how do you deal with the pressure? Make sure you have a financial plan. Talk to those who are involved in your business and make sure everyone knows their goals. Talk about the risks and whether-or-not, they are worth taking. Do not stick your head in the sand and pretend they do not exist – they do and you need to face them head on and when you do, you will be successful and your anxiety will lessen and will eventually go away.

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