

## ARE YOU A REAL BUSINESS OWNER?

Written by Jeffrey L. Boney, Associate Editor  
Wednesday, 16 January 2013 00:00

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Starting a business is a major commitment and requires time and resources.

Many people treat their business like it is a hobby; something to do on the side, but not important. They don't invest in themselves and do nothing to service clients and customers.

You can't be a legitimate business owner, of any sort, if you don't invest resources into your business and if you don't have any clients or customers.

A doctor needs to see patients in order to be a doctor.

The person visiting the doctor is doing so because they wish to get well or stay well.

A realtor needs homebuyers in order to be a realtor.

The person using the realtor is doing so because they want to find adequate shelter.

A mechanic needs vehicles that are not properly functioning in order to be a mechanic.

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The person using the mechanic needs dependable transportation.

All of these people have something in common.....they are problem solvers and solutions providers.

A business owner is in the business of solving problems that exist and providing solutions for those problems. These problems are either problems that you see around you or these are problems that society demands be addressed by someone.

A business owner is NOT in the business of making money. When you solve problems and provide solutions with your business, the money will come.

Real business owners solve problems! How can you call yourself a business owner, if you aren't solving problems?

I am so thankful for my barber. What I mean is that my barber solves a major problem for me, by cutting my hair every week. I am extremely busy and don't have the time to learn the skill of cutting my own hair. Therefore, my barber is solving my problem.

My barber is providing a much-needed solution for my problem by ensuring that he has the necessary skill and equipment to make my grooming experience convenient and the finished product as professional looking as I desire.

If you are going to call yourself a business owner, you have to know what problem you are solving and what solution you are providing to your customer or client.

In other words, a business needs to have a purpose, and if it doesn't serve a purpose, then it's not a legitimate business.

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Some people treat their business like an undecided college freshman treats their chosen field of study; they are not completely certain what their purpose is and they are not completely committed to any particular field of study.

If you currently own a business, don't let that be your case. You need to know who you are in business **RIGHT NOW!**

Some people start what's called a "side hustle." A "side hustle" is a wonderful way for those who aspire to eventually grow into a full time business, to do so without having to commit all of their time and resources all at once.

In essence, a "side hustle" business is a part time business, with minimal attention paid to it by the owner.

So, is there anything wrong with having a "side hustle?"

**ABSOLUTELY NOT!**

Some people are satisfied with having a "side hustle" for a variety of reasons, and have no plans or desire to grow beyond that.

That's fine too!

Where I believe that many people abuse the intent of a "side hustle," is when they do nothing to invest resources in their business and provide no solutions for the clients or customers that they are supposed to serve.

Whether you have a full-time business or a "side hustle," every business owner needs to

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remember that they are a solutions provider and a problem solver.

Take a moment to evaluate your business and answer these two important questions:

What problem am I solving for my clients or customers?

What solutions am I providing for my clients or customers?

Knowing the answer to these two questions will take you a long, long way.

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