Traits Small Business Owners Must Have to be Successful

1. **Know your purpose** and business goals
   First and foremost, what is it that you want to achieve? Knowing your purpose will be the force behind you through the journey

2. **Have a desire** to succeed
   To be truly successful you must have the desire to want-it-so-bad that you will do what is needed to achieve your objectives

3. **Have faith** that you can achieve what you want
   You must believe in yourself and don’t give up when things get tough. Faith energizes your soul.

4. **Have a clear plan**
   Create a road map. It’s not difficult. Remember the old cliché: “If you fail to plan, you plan to fail”

5. **Expand your Knowledge**
   Knowledge is the source of sustainable competitive advantage, creativity and quality that nourishes and transforms your business into a successful one

6. **Have passion** for what you do and show it
   Your passion will inspire your purpose, fuel your desire, maintain your faith, sustain your plan, and communicate to others with energy; inspiring their faith and confidence in you

7. **Have integrity** in personal and business dealings
   Maintaining integrity is the ability to act not in one’s own interest, but in the interest of others. Consistently operating with Integrity will set you apart from your competitors

8. **Nurture the right relationships**
   Strengthen your knowledge with not only ‘What’ you know, but ‘Who’ you know. Good relationships will open doors to new opportunities, projects, businesses, relationships, ideas, mentors and more...

9. **Maintain the quality**
   Quality covers every aspect of your business from the way you answer the phone, present yourself, deliver your products and services

10. **Be 100% persistent**
    All of the traits above lead to one thing, being persistent and fighting on even when success is only a small spark of light a million miles away. Stick to your game plan and maintain your persistence

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