

Small Business Matters

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52 TIPS FOR YOUR BUSINESS

#6: Combat the Naysayers

"The world is moving so fast these days that the man who says it can't be done is generally interrupted by someone doing it."

ELBERT HUBBARD

Negative Nancy. Pessimistic Pete. We all know the type, the doubters of the world that are all too eager to share their negative perspective. New ideas are often met with cynicism. From the electric lightbulb to the television to personal computers, the history of invention and entrepreneurship has been plagued by naysayers – well-intentioned or not. We asked a few successful local entrepreneurs how they overcame negativity.

"First off you combat naysayers by just doing it and believing in your dream. I have never really paid much attention to naysayers. There is a distinct difference between opinions that are worth considering and people that are just doubters. However, I am a huge proponent of having a team brainstorming

HAVE A PLAN

session on any endeavor I am doing. I have a great group of individuals around me that make it easy to decipher through what is realistic to consider and what is just a doubter's perspective. Also, having a well thought out plan that solves a problem makes it difficult to have naysayers."

Justin Carson, President, Platform Beer Co.

"The best remedy is to surround yourself with positive people. When I run across people who doubt what I am doing, I use it as motivation.

SURROUND YOURSELF WITH POSITIVITY

If you have done your homework, are convinced there is a market for your product or service, and know that you can make headway in that market, my advice is to take any constructive criticism and ignore the rest. Use critics' comments as fuel because they typically come from a place of insecurity or general negativity, both of which have no place in the life of a successful entrepreneur."

James Vaughan III, Vice President, JDD Inc.

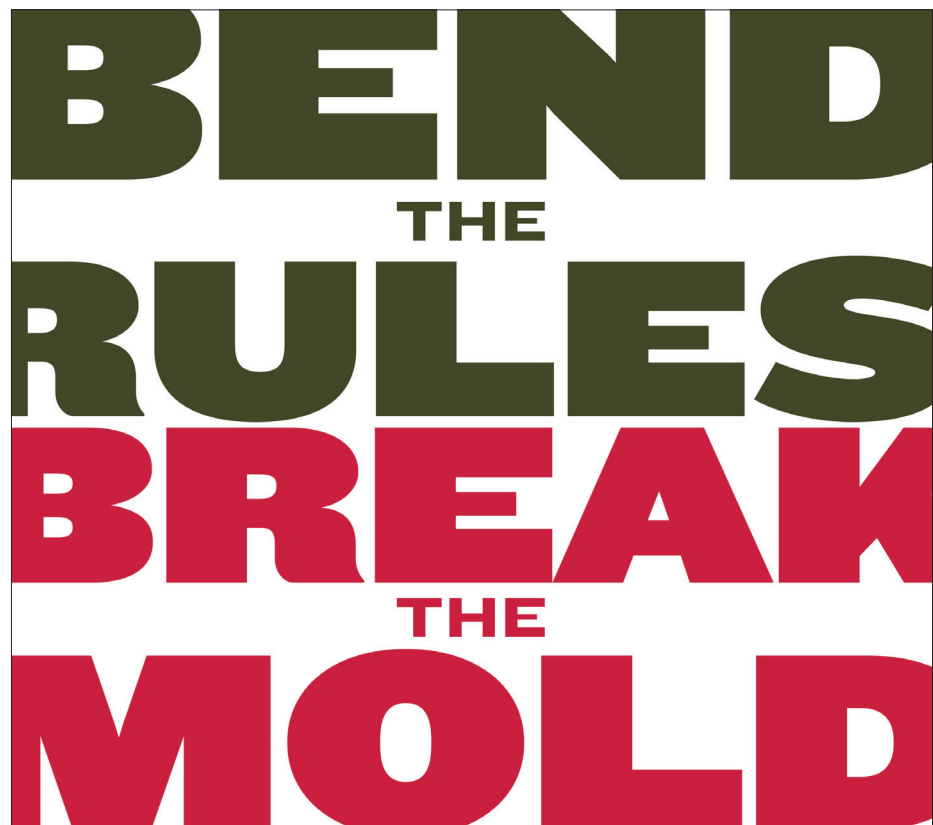
"Having a good idea and a lot of determination can quiet the naysayers. My husband, Mike, and I are very determined people, so those who know us were more curious about our ideas than skeptical. But those that didn't know us, or our background, questioned everything from our taking on this challenge at this time in our lives to the actual location we chose for the Music Box Supper Club. Once we opened, the naysayers all but vanished."

Colleen Miller, Program Director and President, Music Box Supper Club

HAVE DETERMINATION

Hear more from these entrepreneurs at COSE's Annual Meeting, "A Celebration of Northeast Ohio's Small Business Rule Breakers."
Visit www.cose.org/annualmeeting for more information or to register.

COSE Annual Meeting Feb. 26



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"HERE'S TO THE CRAZY ONES, THE MISFITS, THE REBELS..." - STEVE JOBS

At COSE, we love rebels like you and we want to celebrate the many accomplishments and successes you achieved by doing things a little bit differently. Channel your inner rebel at our annual meeting and hear stories from business owners who have broken the rules and found great success. Learn about their moments of uncertainty, excitement and their drive to defy the norm and pursue their passions.

DETAILS

Thursday, Feb. 26
4:30 PM - 9:00 PM

Music Box Supper Club
1148 MAIN AVE.
CLEVELAND, OHIO 44113

Members \$30
Non-Members \$50

Register at www.cose.org/annualmeeting

February 9

Best of Tech

Creativity, imagination and entrepreneurial spirit are at the heart of the 9th Annual Best of Tech Awards, which recognizes outstanding tech companies and entrepreneurs in the region.

Think you or one of your clients or customers are "Best of Tech?" Submit your nomination by Feb. 20 at www.cose.org/ohtech.

By The Numbers

1 in 5

Approximate proportion of the 1,909 FY14 SBA loan approvals in Cleveland District area made to startup or new businesses.

SOURCE: SBA CLEVELAND DISTRICT

Connection Calendar

COFFEE WITH COSE

Networking Event

TUESDAY, FEBRUARY 17
8:30 - 10 AM, FREE

Panera, Rocky River
Register at www.cose.org/events

HEIGHTS-HILLCREST AREA CHAMBER BUSINESS BREAKFAST SERIES

Unmask: Let Go of Who You're Supposed to Be

THURSDAY, FEBRUARY 19
8 - 9:30 AM

**COST: \$10 HRCC MEMBERS;
\$20 NON-MEMBERS**

700 Beta Banquet and Conference Center
Register at www.hrcc.org/events

Check out www.cose.org/events for all the latest happenings.