

MATTMCWILLIAMS

Live with Passion. Lead with Purpose. Leave a Legacy.

The 5 Hidden Traits of Successful Entrepreneurs

Expressing your desire for entrepreneurship 15 years ago would have created laughter and an assumption you're crazy. The tables have turned, and entrepreneurship has become one of the most respected and intelligent paths to take. It's saved our economy and continues to move our culture forward.

Dream "jobs" are disappearing fast, while creating your ideal opportunity is the new normal. A lot of people are getting into entrepreneurship with a blurred perspective. They think all they need is passion and work ethic. Those people are in for a rough ride, unless they learn these simple yet powerful tactics.

Here are the five hidden keys to massive success.

1. They Have a Powerful "Why"

Realize that no matter where you are right now, you can always take it up a notch.

Your possibilities are endless when you strengthen your why and come up with enough compelling reasons to do something. The goal is to create a why so strong that it pulls you through any challenge, all doubters, and even your own limitations.

In my opinion, a big portion of our society doesn't have enough strong reasons for building a world-class life. Settling for mediocrity is becoming the society norm. If you don't like or enjoy what you do then re-evaluate why you're doing it.

Immediately create an action plan around what you want to do, and who you should connect with that will help you get there. We're in an economy that now welcomes the entrepreneur, and has made it easy to design your ideal future. It just takes compelling reasons, clear intentions, and the right guidance.

When you don't have enough reasons for why you do what you do you'll give up and settle, and that is the worst thing on earth.

2. They Do the Un-Required Work

While at a very high level mastermind meeting in LA earlier this summer, I got a chance to connect with the Los Angeles Clippers' assistant coach, Kevin Eastman. His wisdom was exceptional, and his many years of experience in the NBA gave me a sharpened perspective.

When asked what separated the good players from the superstars he shared "They do the work that's un-required."

These days people want praise and recognition for doing what's required of them, and what everybody else does. Everybody wakes up early, everybody works extra hours, everybody has passion.

What can you do that others aren't willing to do? It's often said you work 9 - 5 for survival, everything after is the real investment in your future.

3. They Focus on Habits Over Inspiration

Inspiration is needed to get started but your habits ultimately define your success or failure.

It's been said after seminars and conferences only 5 percent actually use what they've learned. Why? It's because inspiration is short term, feels good in the moment, but doesn't last past the activity producing it. The biggest inspiration of all is seeing progress and results, which comes from new habits.

When you begin the formation of a new habit, stick to it and see the lasting change in your new-found life. Great entrepreneurs focus on behavior and habits more than thought. Thinking is important, but doing is crucial.

4. They Have an Execution Mindset

Innovation is rewarded. Execution is worshipped.

At some point you need to STOP the ideas and start the implementation. Results are the name of the game, and nothing happens unless a result is achieved.

Simplicity is the ultimate sophistication. Once you shift from complexity to simplicity, and get rid of all the noise in your head you'll start to realize execution of the right actions is all that matters.

What results move your business forward at the highest level? Focus on that and execute!

5. They Focus on Strengths and Delegate Weaknesses

One of my favorite Gary Vaynerchuk quotes of all time is:

"I suck at 99 percent of stuff, but I go all out on that 1 percent I'm good at."

We're conditioned by our teachers, peers, parents, uneducated coaches and everybody else pumped to give advice that you must "learn to work on your weaknesses," and "strengthen your weaknesses," but all successful entrepreneurs and thriving millennials focus 100 percent on their best skills and strengths. They delegate well.

They learn to surround themselves with people who compliment their weaknesses, or they delegate them. You'll never get wealthy focusing on things you aren't good at.

What can you become the best at? Now, master that area, and start producing real results, before you move on to something else. If you're focused on too many things it will cause you to be average in many vs. exceptional in a few.

The jack of all trades is seldom exceptional at anything, and usually broke as well.

Successful entrepreneurs master these traits and you can, too. Check out Peter's book to get started.

Which of these traits do you feel is most important for successful entrepreneurs to have?