

"Think Zink" July Newsletter

What kind of Entrepreneur are You?

July 2007

"Intra"preneur or "Entre"preneur?

In This Issue

Fearlessness

Surround Yourself With...

Dear Sarah:

In this month's newsletter, I hope I'm going to introduce a new kind of thinking for many of you: You don't have to own your own business to think like an "Entre"preneur. If you work for someone else, I encourage you to think like an "Intra"preneur.

"Intra"preneurship is the practice of entrepreneurial skills and approaches within a company.

This newsletter will focus on those ideas that will move you to the next level, whether you have your own company or are working

How do you succeed as an "Entre"preneur or as an "Intra"preneur?

This newsletter will focus on three qualities that are critical to success:

- **Fearlessness** (at least on the outside)
- **Know Your Stuff** (resources, research, and reflection)
- **Surround Yourself With Experts who Benefit From Your Success** (not cheerleaders)

[More about Sarah Zink Business Training](#)

within a larger organization.

If you have any ideas for future newsletter topics, [contact me](#) and let me know.

Writing a newsletter and need some "snippets" of information? You are welcome to quote anything in this e-zine, provided you give credit to Sarah Zink Business Training.

Warm Regards,



Sarah Zink
Sarah Zink Business Training

Quick Links...

["Think Zink" Radio Show!](#)

[Sarah Zink Shop](#)

[Sign up for "Zink Bytes"](#)

["Power And Women" Cruise](#)

Cool Stuff at Sarah Zink.com!

Remember to visit the website to see all the cool new things we have going on!

Don't like to read? We have ["quick-read" booklets](#) on topics such as: Leadership, Time Management, Delegation, Networking, and MORE!

Looking for something "cool" to wear? [Check out the "Think Zink" logo apparel!](#)

Fearlessness

Years ago, I was part of a competition within Business and Professional Women that involved giving a 5-minute speech. One component of that speech as follows: **"I believe that in order for us to live, to truly LIVE, we must become fearless. We must make a choice to live. We must walk to the edge of the water - the edge of the ledge - the edge of the fear that keeps us from truly living. We must realize that our fears create a powerful wall that keeps us from becoming all we are able to be."**

Now, don't misunderstand me here. I'm not talking about reckless abandon, and I'm not saying that if you have the "feeling" of fear, you're failing to be fearless. In my opinion, fearlessness is being afraid, nervous or have butterflies in your stomach, **AND MOVING FORWARD ANYWAY**. It's taking intelligent steps to make a change, to try something new, to reach outside your comfort zone.

[More about Sarah Zink Business Training](#)

Know Your Stuff

This is where you need to think about the "Three R's":

- Resources - What resources do you have available? Will they be enough to achieve your goals?
- Research - Do your research! Who else is trying to do what you are? How have they succeeded, and how have they failed?
- Reflection - In what ways are you ready and in what ways are you not ready to take on the task? What mistakes have you made in the past that you can learn from? We stand to learn more from our mistakes than from our successes, because we remember our errors with such clarity. [More about Sarah Zink Business Training](#)

Surround Yourself With Experts Who Benefit from Your Success

One of the biggest mistakes I see "Intra"preneurs AND "Entre"preneurs make is surrounding themselves with cheerleaders, instead of with people who are experts, and who will benefit from your success.

- Cheerleaders are nice, but experts are better. Find those people who are the best in their field and don't be afraid to ask questions.
- Find those people who will benefit from your success, and get them on your team. For an "Intra"preneur, that could be the Department Head who will benefit the most from your project's success. for an "Entre"preneur, that person is your customer and other stakeholders.

[More about Sarah Zink Business Training](#)

July "Think Zink" Sponsor is:

**on the Profits
Web**

Profits on the Web

<http://www.profitsontheweb.com/zink/>

817-925-1726

Want your Logo and Link Here?

[Contact Me](#) to be a "Think Zink" newsletter sponsor.