

***How a BAD Time can be a GOOD Time to Own and Grow Your Business. ©***

*"If life gives you lemons, just make lemonade!"* Hmm..., while I am all for positive thinking, as an entrepreneur, as a small business owner, sometimes positive thinking just doesn't cut it.

In fact, when I hear such things, sometimes it actually frustrates me because it is so passive. As if we can just "think" ourselves to success. And as any entrepreneur will tell you, it takes a lot more than positive thinking to be a successful business owner. Since the financial crisis began in 2008, there has been an abundance of opinions and viewpoints regarding the climate for small business.

Is it over?

Is it time to throw in the towel and give up?

Or, is this a great time to start, grow, and expand a business?

In other words, can you *really* make lemonade out of lemons? Many have cited the fact that some of the most successful companies began in a time of recession. So I researched this, and found numerous articles discussing the obvious, such as a variety of recession-proof businesses, or starting a business focused on job placement, etc. Frankly, I found that most of the articles simply stated the obvious, and were not that helpful or insightful.

What about the average business?

What about the majority of businesses that rely on consumer purchasing power?

What about businesses that are NOT recession-proof or focused on helping people find jobs?

I **do** believe that it is a great time for small business. Why? Because with bad times come new opportunities. The trick is determining what those opportunities are and how to tap into them. I believe this because it was a bad time that led me to start my own business. In addition, it was a difficult climate to operate in that led me to be very successful in that business.

Perhaps, for example, the previous climate that seemed so supportive of small business wasn't so good after all. Credit was easy to come by, sure, and credit is a necessity. But was there too much reliance on easy credit to the extent that it undermined the necessity of truly understanding the marketplace? Did easy credit breed inefficiency?

In this market, in this climate, entrepreneurs and small business owners have a unique opportunity, to take advantage of less competition and less barriers to entry into the marketplace. This is an opportunity to become more efficient and thus more competitive when the market normalizes. **This is a great time for us to reinvent ourselves, grow, expand, and build a strong foundation for the future.**