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**Entrepreneurship Shouldn’t Be Scary**

“I want to start my own business.” A simple sentence that some may find themselves either saying or thinking. Finding resources, acquiring capital, establishing reputable relationships, developing a marketing campaign; it’s all a little scary. But, should it be? You can Google to your heart’s content, but the question is, what will *really* help you in determining the best strategy to launch your new business idea.

And most importantly, what will help you do it successfully.

Let’s take Sharon, for example. Sharon is considering capitalizing on the trend of tourists and/or out-of-town visitors staying in neighborhoods rather than hotels. This means transitioning her home and guesthouse into a small bed and breakfast. That’s when Sharon thinks to herself, “I want to start my own business.”

Sharon strategizes how she could renovate her home; adding a few more guest rooms. This would allow her the ability to rent five small rooms/beds, keeping the guest house available for larger families.

Naturally, questions start to flood Sharon’s mind. How much would the renovations cost? Would she generate enough revenue to cover operating expenses? Who is her ideal customer? How is she going to advertise to customers? How would she establish credibility in the market?

These are all valid questions; questions that should be taken very seriously. That’s why we’re here to help Sharon, and entrepreneurs like Sharon, discover, envision and take action on their business endeavors.

*Gale Business: Entrepreneurship* is a digital platform that provides multiple pathways to key information for both novice and experienced entrepreneurs. Users can quickly learn how to start a business, write a business plan, craft a marketing campaign, launch a product or business, and more. It features business and trade journals, handbooks, encyclopedias, instant access to key Web sites and, links to podcasts and videos.

Do you have a business idea? Come up with a plan! Visit *Gale Business: Entrepreneurship* **<INSERT LINK TO ACCESS>** and search hundreds of business plans, types and topics.