

LETTER FROM THE EDITOR



The month dedicated to green beer, St. Patrick's Day celebrations and four-leaf clovers has finally arrived – March is here! With thoughts of rainbows and gold coins on your mind, it's hard to ignore the idea that luck may be an important piece when it comes to measuring success. As true as this may seem, if luck has ever been part of the reason someone has been successful, it can probably be considered pure coincidence.

It's hard not to compare yourself to other business owners. You may be wondering how somebody's business grew so quickly or why their business became more successful than yours did. You're then left with the ultimate question: does sheer luck actually play a role in success?

Luck's Role in Success

As a business owner, there are times when you're going to run into someone extremely important; someone who is going to play a huge role in your business or do something that's going to drive your business to the top – this would be considered luck. If you have found yourself in one of these positive situations, you've wound up in the right place at the right time, but not because of any planning or effort; it just happened this way.

While these situations do occur, it's hard to feel lucky when things don't go your way or you've encountered more failures than successes. When it comes to running a business, remember this: in life, you make your own luck.

If luck isn't a key ingredient of success, then what is?

Hard Work

When you continue to work hard, eventually, your hard work will pay off. It's important not to forget that you have zero control over situations where you have 'gotten lucky'. If you're working hard on a regular basis, doing what is necessary for your business to thrive, and never taking the easy way out, it will pay off in the long run. You will be able to control every area of your business that you have worked so hard to create and organize.

Taking Smart Risks

Luck or no luck, you took a risk by launching your own business. If you're an entrepreneur who doesn't feel like luck is on their side, you may be at an advantage. This is only going to mean that you're probably going to work twice as hard for what you want and rise above your failures so that you can come out of the other end successfully.

As a business owner, taking smart risks means that as long as you're working hard, sooner or later, 'luck' will peek its head out to greet you. In other words, taking the right risks means you're giving yourself more opportunities to meet the right people.

Planning

Sure, there are business owners who went out on a limb and launched a successful business with no preparation or planning, but is that a risk you're willing to take? Writing out a business plan is not only going to prepare the future of your business, but it is also going to plan your own future.

Once you begin creating expectations, goals and strategies, you're going to be able to visually see how your business is progressing or failing – which will ultimately give you the upper hand and take control of whether or not your business fails. When you create an effective business plan, you'll be able to look ahead and be prepared for anything, which is something that 'luck' can't do.

Although it's safe to say that luck can sometimes play a role in the success of your business, you will find that your hard work, unstoppable efforts, determination and other controllable factors are going to be what your business truly needs. If your startup is struggling to succeed, it's time to utilize your [free subscription](#) to Successful Startup 101.

All The Best -

A handwritten signature in black ink, appearing to read 'Tabitha Jean Naylor'.

TABITHA JEAN NAYLOR

Editor & Publisher