

Tax Day Hunches

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So tonight by midnight, we've all got to have something in the mail to the federal government—and by the end of the month, if you're a small business, the states and cities will expect their payments too.

This will be on my mind today as I meet with (and write newsletters to) my usual line-up of gifted men and women. Most of my clients and coaches are entrepreneurial. Many want to run their own enterprises. And even though I'm a big ole optimist, I tell them that most small businesses fail quickly and sadly. I also tell them they can beat the odds if they practice three things with great discipline:

- *Know what you want to offer, and to whom—and then talk about it with your own unique voice. Just do great and sustainable work. And make it work you love or you won't have the heart to go for it. That way you don't have to be afraid of the competition.*
- *Get great at your craft. And while you do, keep your day job and feed your passion. If you can, shift the weight of your financial needs gradually to the new thing. If you can't, it's an avocation.*
- *Never stop keeping your expenses down. Worry is the enemy of creativity and initiative.*

Along with my other checks this month, I'm thinking about writing one to any politician who's working on this same stuff.