



## Ask SCORE for Business Advice

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### **Column Title: Positive Direction**

With all of the bad news being reported in the media, an entrepreneur can get swallowed up in the negativity. Richard Roberts, a SCORE counselor and owner of Certified Inspections and Consulting, knows what it like. He also knows what to do about it.

Having been an entrepreneur for about 40 years with a number of successful businesses in his resume, Roberts has seen good times and bad. Both are part of the business cycle and it's necessary to look at the bigger picture.

“When things are going well, there is nothing better than being in charge of your destiny. When things start to slip, self doubt can creep in along with the pressures,” Roberts noted. “The important thing is to remember if you thought you were in control of your own destiny when things were good, then you are also when things are going poorly.”

It is during the down times that he takes a step back and makes sure that he's headed in the right direction. He doesn't watch the broadcast news, opting instead for newspapers and periodicals where he can control what he reads. He avoids negative people, and utilizes a support network for encouragement.

“Things have a way of continuing in the direction they are going. The big ‘mo’. It's easy to slip from forwards to backwards. You can get too cocky, take your eye off the ball, start taking your rewards too early or have a turn in your market/industry,” Roberts explained.

It is at this point that he creates a plan of attack and puts it into action. At SCORE, Roberts counsels clients to have a “stick to it” attitude. Sometimes entrepreneurs are very close to success and need that extra push to achieve their goals. The vital thing is to seek the positive input that can encourage the tenacity it takes to continue.

“A session with SCORE counselors can be as productive as you make it. It's a great place to draw on other people's experience, get answers to questions, and get information on free resources available to you,” said Roberts. “You'll hear opinions, suggestions, and ideas that will challenge your doubts.”

Roberts understands that motivation varies for people, and entrepreneurs need to find out what works for them. It might be writing down your goals and visibly posting them, reading inspirational books and biographies, listening to motivational tapes, or networking with upbeat business owners. The important thing is to stay positive.

“It may seem that the task is impossible, but nothing is impossible. It may be impossible the way you are doing it. But it is not impossible. Try a different way, then another different way and so on,” Roberts recommended.

In addition, it is vital to check your attitude and believe that you will succeed. “You will live up to your expectations. So have a positive attitude and expect the best,” Roberts concluded.

If you’d like help with business concerns, contact the Green Bay Chapter of SCORE. Visit [www.greenbayscore.org](http://www.greenbayscore.org) or call Cindy Gokey at 920-496-8930 for information.

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