

'Reactive' Advisor or Entrepreneur?



You need to make a decision that will have a significant impact on your business and your life:

Do you want to be an entrepreneur or a reactive advisor? You can't be both at the same time.

You may have a difficult time accepting the notion that you may not really be an entrepreneur. After all, your business is probably very successful. You have achieved your revenue and asset targets, maybe even surpassed them. The reason you joined the industry in the first place was to exercise your entrepreneurial talents, and in your mind you have done so. Unfortunately, you have done so based on your entrepreneurial personality being totally suppressed by your reactive personality, and if you continue doing what got you to this point, you may severely restrict future development of your practice.

Let's take a look at the key differences between entrepreneurs and reactive advisors.

An entrepreneur is a visionary. The entrepreneur has a clear picture of the business that is being built. Every single day, the entrepreneur acts very intentionally to move the business in the direction of that vision, constantly adjusting the flight path to make absolutely certain that there is no doubt the business will reach the final destination on time.

The reactive advisor spends most of the time working at the bottom of the organization: building portfolios, placing trades, and/or selling off of performance.

The entrepreneur views concerns from a client as an opportunity. After all, the client is really telling you that there is a problem with your business and giving you the opportunity to fix the problem before it becomes chronic.

The reactive advisor spends the day putting out fires, satisfied that he/she is busy, because staying busy is the path to success.

The entrepreneur starts building the business from day one to get more life.

The reactive advisor builds a business that is totally dependent on him/her; when the business is built, it is a vacuum that sucks the life out of him/her every single day.

The entrepreneur works on the business.

The reactive advisor works in the business.

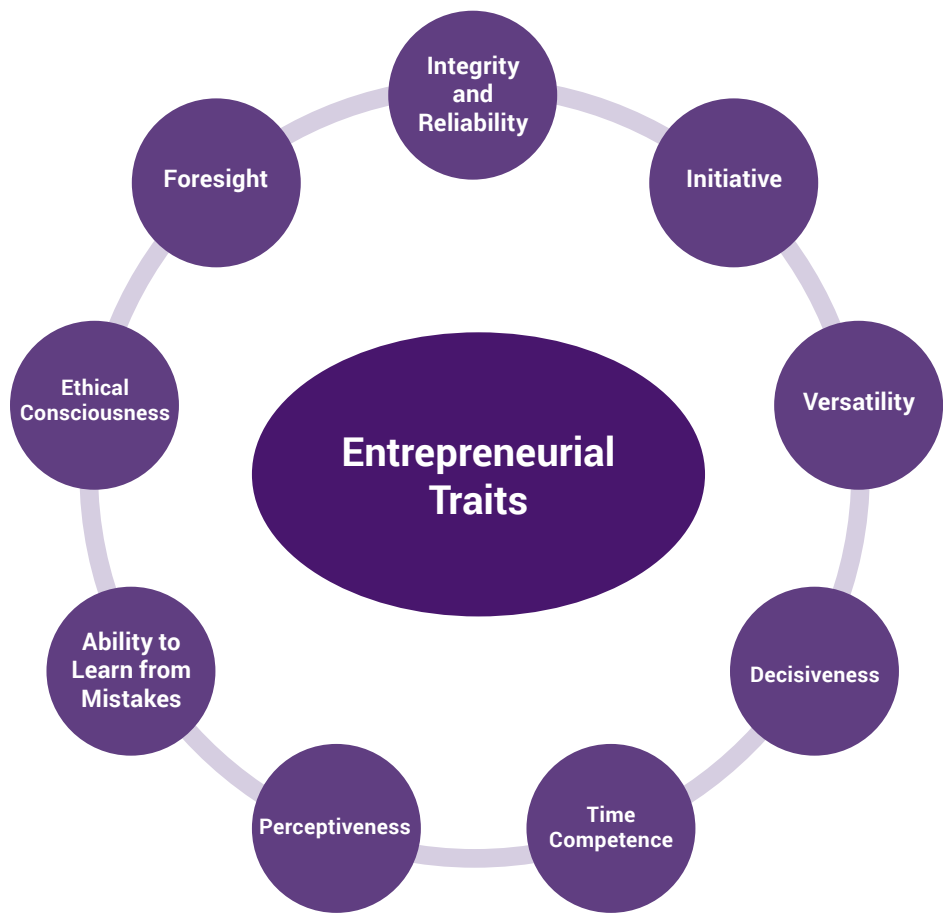
The entrepreneur works with professional money managers to get the best results. The money managers are an extension of the entrepreneur and his/her practice.

The reactive advisor acts randomly, pushed in many directions by clients, the market and the constant noise.

The entrepreneur possesses the ability to work with double vision. While one eye focuses on short-term revenue and profitability, the other eye focuses on building value in the business.

The reactive advisor suffers from tunnel vision, only seeing what is happening in the present.

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2687 44th Street SE | Kentwood, MI 49512 | 800.357.4757 | regal-holdings.com

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