

Build the Fort

Every journey starts with the first step. It's a little cliché but how appropriate is it here in this entrepreneurial context? Over the course of this book I have likened the weeks and months leading up to your startup leap to building a fort as that 10 year old kid. Think back, close your eyes and try to feel like the 10 year old version of you.

Was there fear?

Was there doubt?

Was there a moment when you thought this was a life or death decision?

There was only that one thought – **I can do this.**

At many times during my career I was faced with the decision to jump into the unknown of my next idea. Some times my feet did not move. But sometimes I jumped. The more I jump the easier each jump gets.

Starting a company is easiest when you have the right mindset. The decision to throw whatever existing job or role away is scary and as adults we are really good at manufacturing fear. My Dad once said that if you applied only logic to having a child, then you would never ever make the decision to do so. Having a kid defies logic. No amount of Pro's can offset the logical Con's in the Pro vs. Con list. Doing a startup is like having your first child. The decision is more of a leap of faith than a logical step.

An obvious part of our fear is the fear of what we don't know. Its all those hundreds of decisions way out in the future that we cannot control or manage yet alone see from our cozy spot today. As a first-time entrepreneur, the journey is as unknown as it was for Christopher Columbus on his first trip west from Spain.

The four steps I outlined to building a fort alleviates the scary parts of the startup leap by sketching out a few simple steps to getting your idea off the ground and putting your company into the game. My hope for you is that you channel that 10-year old girl or boy inside. That person looked at the world in simple terms with achievable goals and no fear of failure.