# Advice, Tips and Tricks for New Entrepreneurs

If you’re interested in making the gamble, entrepreneurship can be extremely fulfilling.

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In this video, Entrepreneur Network partner Brian Tracy discusses how there has never been a better time to start a business. Here are a few helpful tips to make the jump.

1. **Evaluate your idea.** Look at whether your idea is fueled by passion, which a business can rely solely on, or money, which may not illicit enough interest that you’ll be able to stick with it.
2. **Research and understand your target market.**
3. **Be willing to work hard.** When you are the person who runs the entirety of a business, you will find yourself in charge of doing everything from sales to cleaning the office.
4. **Adapt and change to new circumstances as they come along.**

Click the video to hear all of Brian Tracy’s tips.

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