



THE ENTREPRENEUR'S REALITY

Jack was tired of working for someone else. At age 36, Jack held his sixth job as a mechanic after working for several car dealerships. Every job was going to be a better than the last one but the “bottom line” was that his employer made money on his hard work. However, with three small children and a wife to support, he determined that he should be thankful that he was working at all given the state of the economy and the scarcity of jobs in his field. He was a good employee who kept up with training for mechanical technological changes.

The family decided on a Florida vacation where they could stay with good friends in order to cut costs. Jack would talk with his friend, Jim, about his unhappiness working for others who were making more money than he. His dream of owning his own shop so that he could be his own boss but the taxes and laws back home wouldn't allow much of a profit. Also, the risks involved of failing deterred him from pursuing his dream. He certainly didn't want to jeopardize his family by trying to fulfill his own dream.

Jim said that there were plenty of opportunities in Florida to start your own business and the costs would probably be less than he'd experience up North. Jack spent a lot of his vacation time talking about the possibility of moving to start his own business. He and his wife talked about their financial status, the risks involved, the equity in their present home, the cost of moving and buying another home, the children and their education as well as being separated from their friends and the advantages of living in a warm climate. He talked with governmental agencies about his legal rights and responsibilities as well as what small business financial help he might receive. They toured a couple of areas where they thought they might want to live. They talked with representatives from a couple of banks about getting a business loan. It was exciting but frightening and anxiety producing at the same time. Jack was confident about his work history and work ethic.

They continued to think about and discuss the possibilities back home and talked about their feelings a great deal. That was something they always would focus on whenever a major change was being considered. As a result, they made three decisions. The first one was that they needed to take their time in their planning and implementation of a plan. Secondly, was that the risk of starting his own business immediately upon moving to Florida wouldn't be feasible because of the financial drain and his fear of starting out “cold turkey” would take its toll on him and the family both emotionally and probably physically as well because of past experiences with change.

The third decision was that if they moved starting his own business would probably incur less risk if he could become accustomed to the area and make some contacts. While on their vacation, he checked into what job opportunities there were in car agencies as well as with private mechanics and concluded that starting out that way would allow him to take his time in order to reach some good decisions. They decided to wait, continue and their research in order to reach a final, solid decision. It was quite a process but one that helped them to come closer and grow as a couple and Jack feels closer to realizing his dream. DREAMS CAN CHANGE REALITY.

A Brief Biographical Sketch

After an over 40 year career as a professional psychotherapist and Director of The Sports Stress Clinic in Amherst, NY, Charles Bonasera came to Florida and decided to use the benefits of his previous professional experiences in his new roles of Consultant in Life Management and Business Coaching as well as his expertise as a Motivational Speaker. He once again became involved with athletes in different sports training them with his techniques to help them develop and maintain focus as well as staying in their zone. Much of his training methods are derived from the CD collection he developed under the heading of WIN-WIN SECRETS as the President of Personal Identity Controls. This collection consists of thirty-six programs dealing with vital issues in the management of stress.

Another role that he adopted to add to his professional career was that of Author. Early in the 1980's he wrote Guide to a Life Management Process which he has re-written as a workbook to successfully help people manage their stress which includes his own Working Model. As a result in his interest in golf and realizing that it was essentially a "mind game", he wrote The Mental Side of Golf which can benefit the beginner as well as professionals playing the game of golf.

He then compiled over five-hundred sayings that he had developed in the course of his professional career as stimuli to help people change patterns in their lives entitled How to Stay Well and Live Life to the Fullest. This was followed by a book documenting case studies around disruptive life patterns including ways to change them under the name of How in the Hell Did This Happen to Me? Both his personal involvement in sports as a participant, coach, manager and in his role in officiating, inspired him to write a primer for parents and coaches entitled The Legend of Little League.

Charles invites you to view his website at www.charlesmbonasera.com as well as to write with your comments and questions to his e-mail address (charles@charlesmbonasera.com). He would also be very happy to communicate with his readers by telephone should they desire. His professional motto is “seeking alternative methods to happiness” and wishes those touched by his words to practice the three secrets to a happy life: “enjoy life and enjoy it thoroughly ... develop and maintain a sense of humor ... bring as much love into your life as possible.