

We begin with a slight distortion of a quote from author Nick Hornby's 2005 Novel *A Long Way Down*: 'A business is hard to build yourself, piece by piece, with no instruction book and no clue as to where all the important bits are supposed to go.' Hornby's original line was about the difficulty of rebuilding yourself, but it certainly applies to us, as we build our businesses.



What am I supposed to do?

It is difficult to start a new venture, especially for those of us with a minimal amount of business training. Problems arise, and we must figure out how to handle them. This can be particularly stressful for home inspectors, as we are typically 'on an island' when it comes to our local business associates, otherwise known as our competition.

Without anyone to commiserate with around the water cooler, we usually find ourselves left to our own devices, without a teacher or mentor to go to for advice. This usually means that plenty of mistakes will be made along the way. We will encounter problems and hurdles that must be dealt with if we are to keep climbing the path to success.

OK, I've finally arrived!



Once we have reached a certain level of success in our industry, we often (mistakenly) think that our problems will disappear.

*"I've been doing this for a while now; obviously,
I've been through all of the problems already..."*

What do you mean it doesn't work like that?

Unfortunately, it doesn't work like that. A better way to think of it is that the problems are still there, but we have become more experienced, better able to identify and manage the problems. We are often able to deal with problem situations before they develop, carefully observing as they approach and swiftly taking the necessary actions to mitigate the situation.

The Business Ninja

Achieving this ultimate state of 'Business Ninja' can only be reached through experience: learning the (often painful, embarrassing and costly) lessons of business. There are two main ways that we learn these valuable lessons. First-hand knowledge is gained through personal experiences, where we are the ones that are usually writing the check that makes everything turn out right. Second-hand knowledge is acquired through other people's experiences, where typically the only check written is to buy a book or pay for some class sessions.



The value of experience, first-hand or otherwise, cannot be understated. Every time we learn a tip or figure out a different way of doing something that keeps us out of a problem situation, it gets us one step further along the path of success. Yes, we will undoubtedly slip and fall on this path, painfully scraping our hands and knees in the process. Just remember, the more we can learn about the path, where the tripping hazards lie, and which pitfalls can be avoided, the better our chances to complete our hard-fought journey to success!



Keep your eyes open for opportunities to grow

This (distorted) quote comes from author Steve Maraboli's novel *Life, the Truth and Being Free*: 'Business success is not the absence of problems, it's the ability to deal with them.' Keep learning in everything that you do, and your business success (and that ninja ability to rise above inevitable problems) will follow.

Looking for some help in growing your business?

Have big goals for your inspection business, but uncertain on how to achieve them?

Wish you had someone who's been there before to help guide you forward?

House Call Home Inspection Franchising may be for you! One of our home inspection professionals will be contacting you shortly to show you more about the opportunities available to you as part of the House Call Family. Thanks!

Protecting the Health of Your Home