

# An Entrepreneur's Guide on How to Thrive in Difficulty

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Every business goes through a rough patch now and then. Some survive, and others don't. So how do entrepreneurs thrive in difficult conditions?

They save for a rainy day. One important lesson successful entrepreneurs have learned is that every business experiences ebb and flow. For example, during the start up of any business it will take some time before realizing a profit. Savvy entrepreneurs plan for that period of time by reserving some savings to pay the bills while the business climbs into the black.

Entrepreneurs also thrive by being resilient. Forces beyond anyone's control can wreak havoc on a small business. Extreme weather might keep customers away or even prevent a business from opening its doors for several days. On the other hand, a new festival planned for the park across the street from your shop could bring hundreds of new customers—all at once! Both circumstances could be taxing, but resilient business owners will find a way to make the best of the situation.

Successful entrepreneurs listen to their customers. When customers feel they are being heard, they become loyal. Customer loyalty will save a business during trying times. Building a community using social media and in-store contact is a great way to build customer loyalty.

Finally, entrepreneurs thrive in difficulty by leaning on each other. Getting to know the other business owners in the area builds an important network of support. Those business owners will refer their customers to each others' businesses and help each other out when things go awry.