

Board Member Spotlight

Six Key Traits for Successful Entrepreneurship

By Jerry Rauchwerger

It is common to think about starting your own company and stepping out on your own. You have an idea and you get excited. And even more so, it is intriguing to think about being your own boss! However, carefully weighing the positives and negatives, the potential risks and gains, is very important. It is not for everyone, as working for yourself comes with a plethora of challenges and pitfalls; some financially burdening and others that take away much of your freedom. It is challenging to keep yourself positive in difficult moments. I assure you, I did not wake up one day and decide to start my own business. I wanted to challenge myself and see if I had the abilities, knowing that I had the ambition and energy. I began my first venture in 1985, after working for seven years in a personal care products company. I developed a unique company, which sold very well, and then three years later licensed it to Colgate Palmolive. In 2004 I created my second company, Beauty Solutions, Ltd, taking two older brands and redeveloping, re-packaging, and repositioning them. The two brands that I purchased still had relevant unique selling points, but needed new strategies to stay relevant in the market. I spent time updating the line as I researched and developed new SKU's and created additional brands to build the company portfolio. Today, Beauty Solutions, Ltd. has over ten brands in the skincare and color cosmetics segments. Speaking from personal experience, growth will not happen overnight. But with the right effort, discipline, and strategic planning it is achievable. The term "success" is all relative. I feel that the following traits are very important no matter what your definition of success may be.

Self-Confidence.

To believe in yourself is #1. To be an entrepreneur you must be willing to take risks and have the utmost faith in your-

self. It is okay to reassess your work, your decisions, and your strategies, but it is not helpful to dive in full-swing and take a step back doubting your choices. Confidence goes hand-in-hand with self-belief and you better be really confident. The rest of the world is seeking your product, let alone the opportunity in the product category. While beauty as an industry may be booming, this does not mean every product that is associated with beauty will be a success. Pay keen attention to industry trends when developing and do not get too wild with risk-taking. Risks are necessary. Being an entrepreneur is a big risk. Running out of money is part of the worry too. Make sure to research well and outline a strategy and an idea before diving in head first.

Goals & Visions.

Successful entrepreneurs have visions. You see an opportunity, a void in the marketplace, realize a consumer need, and work to relay this vision, taking it from the initial development phase to the customers' hands. No growing business excels without goals. Goals can and should be set. Short-term to-do lists should get completed within a timely manner and long-term goals should be continuously evaluated and considered. Entrepreneurs and their staff should share the visions of the company. They need to anticipate the future before it plays out. They should have goal-oriented mindsets and must want to work towards desired outcomes and to achieve company aspirations and objectives.

Passion.

Passion is a given. You must have a love for the industry, a drive to work hard, and adopt the thrill for early mornings and late evenings at the office. You must wake up each morning with a feeling that you can take on the world, change



the world, and have such a deep desire for growth that it runs through you with a chill when a vision comes to mind! Being fueled by growth is correlated with financial thoughts, and yes, that is okay, but it is 100% coupled with a passion, an innate feeling that your product will deliver results and that you can solve consumer problems unlike anything else in your product category. Everyone within the company needs to have a strong liking for the products. As I have always reminded myself and my staff, "If you don't feel the product, and you don't believe in the product, how could you ever sell the product well?" With that said, you must create a product that not only you as an owner/CEO believes in, but a product the rest of the world will believe in, both now and forever.

Tenacity.

Self-determination is a strength of purpose that cannot compare to anyone else you know. Step out into the world every day knowing that no matter what challenges come your way, with much unknown in the future, you will persevere and stay strong! I have turned to my wife time and time again and said, "I feel like we are running a marathon. There are so many obstacles. Every department in the company needs guidance, and there is only one CEO, one of me to go

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consideration as it conducts its ingredient assessments, based on discussions during the meeting. This development signals that CIR's staff and independent experts may begin entertaining more data from predictive models in their ingredient review work. Read-across is a technique used to predict the safety of a chemical based on testing outcomes for another chemical deemed analogous. It is becoming more common as authorities such as the European Chemicals Agency provide for its use to fill data gaps in lieu of animal testing. It was recommended that the panel carve out time to discuss read-across at an upcoming meeting to discuss criteria, suggesting that consistency is needed in the group's approach.

ICMAD's Regulatory Resources in the Online Cosmetic Reference Library

ICMAD has compiled a wide variety of reference resources and tools to help members and nonmember subscribers access specific information about

an ingredient, a regulatory requirement or a foreign market registration. The ICMAD Online Cosmetic Reference Library, located within the ICMAD website (icmad.org), offers the perfect opportunity to make ALL of these resources available in one easily accessed, quickly searchable location.

The ICMAD Online Cosmetic Reference Library has been redesigned to make search and navigation easier than ever. Subscribers can see thumbnails and descriptions, while a new Keyword search makes finding information on a specific topic as simple as typing in a word or phrase.



Content is added and updated continuously. Suggestions for additions to the Library may be sent to info@icmad.org. Access to the Online Reference Library is by annual subscription ONLY. There is a significant discount for ICMAD members. To subscribe at the member price of \$195, go to www.icmad.org/resources.

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around." I may have never run a 26.2 mile race, but you must look at your company as that race; where that last mile seems so far away, but if you reach for the finish line, you will be able to cross it. Not knowing tomorrow is difficult for many people. It is why people sell their stocks when the market declines. But if you are determined, have passions, visions, and believe in yourself, you will have a good chance to make it out "alive" and do just fine.

Attention to Detail.

We all make mistakes. Every company will make a mistake at some point, but big mistakes and too many of them, can lead to the "F" word – failure. To avoid ultimate failure pay attention to detail. Think of every player in a situation and account for every factor when making decisions. Take note of every potential outcome, be it good or bad, and weigh every choice carefully. Understand "Murphy's Law". Be it signing off on

a deal, investing money into new ventures or simply drafting an email to your biggest account, be attentive and look out for anything that might come back to "bite" you. Even when there are no mistakes made, and everything is going smoothly, you should be on the lookout for a mistake that may have been missed. Double and triple-check yourself. Two eyes are better than one.

Understanding Finances & Profitability

Not quite a trait, but a skillset that is mandatory when boarding the entrepreneurial train. Don't jump aboard if you have yet to buy a ticket. If you do not know finance with an in-depth knowledge of A/R and A/P, sales margins, profit margins, cost of goods, and so on, then I would highly advise learning that aspect of the business before moving towards an entrepreneurial role. Successful entrepreneurship is like a fine wine. The more experience you have in the industry, and the multitude of years you have

spent working for someone, expose you to knowledge you will need to be able to walk away and be on your own. No one is born knowing everything. Teachers are the essence of growth. With that said, you must have wise teachers in your career; mentors and leaders with more experience than yourself. This will help you build a foundation for the future when you decide to become an entrepreneur yourself.

Jerry's Bio

Jerry Rauchwerger is the owner and founder of Beauty Solutions, Ltd., a skincare and color cosmetics company that has developed over 10 anti-aging and lipstick brands. Jerry has worked extensively in the beauty industry, selling personal care products, fragrance, skincare products, and cosmetics. Jerry has an extensive background in both domestic and international sales, bringing brands to market, from retail stores to TV home shopping. Beauty Solutions, Ltd. is located on Fifth Avenue in NYC.