

MONEYHUNT MINUTE 00-142

The Insecure Rabbit

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(“MONEYHUNT” THEME MUSIC BENEATH)

ANN:           What’s the official mascot of the entrepreneur? I’m Miles Spencer of MoneyHunt, the how-to show for small business. [INSERT SPONSOR TAG]

Ever seen a rabbit up close? It’s constantly in motion. Even when it sleeps, it’s ready for anything. When starting a company, entrepreneurs must be like that nervous rabbit. By never really trusting what their eyes and ears tell them, super-sensitive business people pick up on new opportunities and spot potential threats before their competitors do. This lets them make adjustments before the lions can pounce.

Entrepreneurs can’t afford to play “catch up.” Errors in judgment can often prove fatal to a young business. If you ever get to the point where you think you know what’s going on around you, chances are you’re overlooking something important –like a hungry fox hiding in the bushes. So remember MoneyHunt rule #1: in the wild – and in business -- it’s the insecure rabbit that lives the longest. I’m Miles Spencer. Find more small business advice at moneyhunt dot com!

(THEME OUT)