Who makes a good entrepreneur? - Starting a business after university

Being an entrepreneur is very different from being an employee. It requires a different set of skills, a different mindset, and different risks. But if you do it well, you can reap many of the benefits. But how to do it well? What are the general "recipes" for becoming an entrepreneur and what can you do as a student, as a "zero step" on the road to a successful business? If you're planning to start a business after university, you may also find the following interview with Zoltán Dallos, founder of marketing agency DLX Media, conducted by Beáta Magyari of the Career Office of the UP, useful.

Employee or an entrepreneur? Which one suits you?

When we talk about entrepreneurship, one half of people think of insecurity, lack of secure and predictable income, the other half of people think of freedom and unlimited opportunities.

It is important to note that being an entrepreneur is not for everyone, as not everyone can let go of the benefits (perceived or real) of being an employee, such as a fixed income that is paid regularly, or the safety net that an employer provides.

It's worth considering how much you can cope with constant change or how much you stick to a familiar certainty - this is one of the questions that can help you decide which lifestyle suits you.

Too many or too few ideas...

As an entrepreneur, it is essential to keep your focus and not drown in a sea of opportunities. There's always the temptation to start something new, but it's important to have self-control, to be able to say no in order not to waste your energy.

At the other extreme, if you have no ideas and don't know what to build your business on. The expert advises that it's best to start with your hobby. Ask yourself: if you had unlimited money, what would you do with your time every day?

Pick your favourite activity, the one with business potential, and go for it! Almost everything can be made into money in some way nowadays. Let's take the example of the Travel Monkey website, which also started out as a hobby - travel - and is now a major player in the market for low-cost travel deals.

If someone excels in listening to others with a keen ear and patience, coaching or psychology might be the right choice for them.

So it is worth focusing on your interests and strengths and designing your business around them.

Communication as a superpower

Generally speaking, one of the most important skills and abilities when starting a business is to be able to sell yourself (your product or service), i.e. to be convincing in your communication!

Without it, no matter what you do on a professional level, the business will not work, because you will not be known. Even if you are a good accountant or an excellent financial professional, if you cannot communicate this to others, your business will be at a significant disadvantage.

The other important area: expert branding and trust-building content production. According to Zoltán Dallos, in addition to the corporate brand, it is also worth paying attention to personal branding from the very beginning, as it is much easier to connect with a person, a person, and trust them than a company name or logo.