**DISCUSSION EXAMPLE**

“She Left an Ad Agency to Launch a Hard Seltzer with a West Texas Tang”

By Anne Steele

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<https://www.wsj.com/articles/she-left-an-ad-agency-to-launch-a-hard-seltzer-with-a-west-texas-tang-11598187600?mod=searchresults&page=1&pos=8>

Discussion Questions:

1. Considering what you read in the chapter, what attributes (i.e., personal characteristics) do you believe helped Brown succeed as an entrepreneur and build Ranch Water and Lone River Beverage Co. into the growing business it is today?
2. Imagine you are considering starting your own business, what kinds of products or services will you offer?
3. What did you learn from Brown and the chapter to help you succeed in your new business?

Initial post example in answer to the questions:

1. Some attributes that helped Brown succeed as an entrepreneur and build Ranch Water and Lone River Beverage Co. into the growing business it is today was that she was self-directed, disciplined, and tolerant of uncertainty. For example, before starting her own company, Brown demonstrated that she was self-directed and disciplined by working extremely hard in her job to rise through the advertising ranks on Madison Avenue. Although she was able to work very hard in that job, she believed she could work even harder and be more motivated if she were to start her own company. In addition, she demonstrated she was tolerant of uncertainty by launching the Ranch Water hard seltzer during the coronavirus pandemic, in a time of economic uncertainty. She was also unsure if alcohol customers would be willing to purchase a new brand of alcohol at this time or if they would just prefer to buy a brand they were already familiar with; however, she took this risk and launched her alcohol product anyway

2. One product that I would offer is UV disinfection equipment. With the pandemic that is happening now, we have observed the severity of the virus transmission through touching surfaces. With the health experts predicting that this health crisis will continue for a long time, I think the demand for equipment that helps with disinfection will continue. This disinfection equipment can used on a small scale such as disinfecting personal items like mobile phones, keys.

3. From the article and this chapter, I learned that starting up a business needs a lot of effort including preparing a business plan, financing, and managing, as well as good mental health to face the risk and possibilities of uncertainty. There are two points that I find most crucial in helping one to succeed in a new business, which is planning and taking action. Planning is important to reduce the chances of unfavorable conditions from happening, such as lacking capital, being scammed by suppliers, and more. In this aspect, we not only need to plan our overall business we must also include Plans B and C, and more as a preparation to handle uncertainty. We also need to be action-orientated. We must be courageous enough to take our first step.

Reply post example: I agree that Brown was very action-oriented Brett. I also think that trait goes hand-in-hand with being self-directed, as you need both to be as successful as she is with her business. I like with your business idea that you are thinking about the sustainability of the product and the plastic use which will definitely help this product stand out in the market. Would you plan on selling your product locally or globally? And would your target market to individuals or would you market your products for big companies as well?

Reply post example: Marie, I partially agree with you on #1, but I think another reason Brown succeeded was because she was so action-oriented. I would argue that when she visited Mexico to gain experience; that was more than just motivation - that was an example of her taking the steps necessary to turn her goal into reality. She had ambition, like you said, but on top of wanting something, she also made it happen by actually working for it.