

# The Five Jane's of Business

## Which One Are You?

By MICHELE DEKINDER-SMITH

How you respond to opportunity determines whether you are in charge of your business—or your business is in charge of you. Every entrepreneur has her own motivations for owning a business—and her own creative vision. Ideally, that vision includes financial, lifestyle and work-style goals, as well as the purpose for being in business in the first place.

Our research with over 1,500 women entrepreneurs revealed five distinct types of business owners. Each has different motivations and strengths. Therefore, each type will respond to opportunity differently in order to shape her business so it supports her overall vision. Read on to gain insight into which type you may be and advice for handling opportunity. Also, know that your type can change over time (and therefore, so will your ideal actions when opportunity knocks).

### Jane Dough

- A visionary leader who enjoys “the business part of business”
- Comfortable with marketing, sales, team building and systems
- Intentionally growing an asset; major growth goals

If you are a Jane Dough, you'll take a business-minded, pragmatic approach when evaluating whether a new opportunity will deliver the growth you're seeking. Because you're focused on growth, you may want to accept most opportunities that offer growth and profit, but also make sure the timing is right for you. Jane Dough does her best when working in a focused manner, so prevent distract-

tion for you and your team by making sure you aren't pulled in too many directions at once.

### Tenacity Jane

- Undeniably passionate about her business
- Struggling with cash flow
- Working hard to fix the business
- Determined not to give up on her dream

Opportunities excite Tenacity Jane because she wants to improve the financial performance of her business. However, not every opportunity will achieve that important goal so Tenacity Jane can follow these steps to make certain they are worth pursuing:

- 1) Analyze whether it will deliver your desired income. Break down to an hourly rate to make sure it's worth the time you'll invest.
- 2) Consider what else you're already pursuing. If you derail in-progress efforts for something new, you won't benefit from time already invested.
- 3) Consider the out-of-pocket costs required. If the new business requires an investment in lavish materials, for example, and you don't have the money to “front” that expense, it will not pay out the way you hoped.

### Merry Jane

- Building a part-time business
- Generates a lower income but doesn't mind the trade-off
- Loves the freedom her business affords her

Multi-tasking well and having a smoothly running life are important to Merry Jane. When faced with a new opportunity, she will want to ask the following questions:

- 1) How much time will it take (in hours and duration)? Am I willing to spend that much time? What might I be able to let go of to make more time?
- 2) Will my existing systems work, or will I have to invent new methods to take advantage of this? If it will require change in the way I work, is it worth it?
- 3) Will I enjoy this work?

If the answers to all of the above are positive, Merry Jane can then ask, “What can I do to make this even more profitable?” Because she wants to work part-time, Merry Jane will benefit from always asking this question so she can maximize her income.

### Go Jane Go

- Passionate about her work
- In demand; struggles to say no
- Sacrifices for others' needs
- High expectations
- Very financially successful but wishes for better balance

Go Jane Go is a brilliant multi-tasker and may feel obligated to fit new clients in, but before agreeing to do so she should pause. Because she's likely already overbooked, more work could mean increased stress, mistakes or burnout. Use some of your valuable time to consider the cost to yourself of accepting a new assignment—will you push yourself to your breaking



point? If so, it's OK to let the opportunity gracefully pass you by. And if you do decide to accept, commit to delegating as much as possible.

#### Accidental Jane

- Successful, confident owner
- Didn't set out to start a business, but it's going very well
- In demand; enough to have a satisfactory income and workload
- Enjoys current workload—no big growth plans

For Accidental Jane, taking on a new opportunity may result in transitioning to a different Jane type (often Jane Dough or Go Jane Go). That means

making your business more of a focus in your life. Before saying yes, determine if that's what you really want.

- 1) If the answer is yes, how can you structure the work to protect your time? Can you let go of something else or delegate part of this work?
- 2) Are you charging as much as you could? New opportunity may mean it's time to charge more.

No matter which of the five types you are today, deciding what to do when opportunity knocks merits careful consideration. One of the greatest joys of owning your own business is

the freedom to choose—so choose what's right for you! **V**

*Michele DeKinder-Smith is a seasoned researcher who has led strategic research initiatives for Fortune 500 companies in a variety of industries over the past 18 years and built a multi-million dollar research company. She is founder of Jane Out of the Box, which conducts research for and about women business owners, and author of See Jane Succeed: Five Types of Entrepreneurial Women Reveal What it Takes to Win in Business and in Life. Learn which type of female entrepreneur you are, for free, at [janeoutofthebox.com](http://janeoutofthebox.com).*



## Design Realities

Silks  
Linen  
Damasks  
Jacquards  
Sheers

*See the fabrics that bring your designs to life.*



5706 Jessamine  
Houston, TX 77081  
713.660.0762

1015 Levee St  
Dallas, TX 75207  
214.774.0854

# Fabric By Williamson Supply

[www.williamsonsupply.com](http://www.williamsonsupply.com)