

## IT IS NOT GLAMOROUS!

My daughter Denise has been bombarding me with questions about entrepreneurship in the past few months. But when I answer her, she would often tell me that my answers are different from the things she reads in the internet and the ideas she hears from the millennial entrepreneurs she follows on YouTube. Pero sabi nya my answers are more practical (bias, anak ko kasi).

She has been telling me also to put my ideas about entrepreneurship in a book so that they may help other millennials like her. As I prepare to do this, I decided to watch some video blogs by millennial entrepreneurs to understand their perspectives, so that when I do write the book it will be relevant to them.

To my surprise, there are now young entrepreneurs who are starting to understand what entrepreneurship is really about. They are finding that it is not as glamorous as most people think and that the road to success requires hard work and a lot of sacrifices.

One particular video caught my attention and I am attaching the link at the end of this message with the hope that it will help those who are about to venture into this very challenging, yet rewarding, endeavor. I decided not to summarize the content of the video here, because I believe it is best that you listen to it directly.

What they don't tell you about entrepreneurship | Mark Leruste | TEDxCardiff