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# How to Thrive in a Recession - Ignore the News

This is the first of a series of articles on thriving in these tough economic times. While they can be scary we need to keep in mind that it is the entrepreneur that will be our salvation. We can't look for the government to bail us out. It is up to us to lead the way and create opportunity out of crisis. Why?

### **It's what entrepreneurs do!**

## **Ignore the news**

It is a basic psychological fact: you can't focus on problems and find opportunity. Our minds just aren't wired to hold both negative and positive thoughts at the same time. If you think about world problems you see nothing but problems. Entrepreneurs are problem solvers not problem finders!

You do need to be aware of what is happening in the world. What you don't need is the massive over coverage of bad news. How many times do you need to hear the same facts? How many times do you need to see one sided reporting? Note: this isn't a political comment. It is a fact that bad news sells. If you see a cheerful headline in the newsstand you will likely smile and walk away. If you see a headline about the massive disaster you will buy the newspaper.

Hear the news once and move on. Look around you and listen to your customers. Find gaps between what your market needs and what is being supplied.

If you solve your customer's problems they will beat a path to your door.

You can also find this article published on [How to Thrive in a Recession - Ignore the News](#), and on the tag pages [Entrepreneurship](#).