Balancing emotion with business savvy. It can be a challenge for female entrepreneurs.

Small business owners always have their own unique set of challenges. For me, the challenges came with success. I’d worked hard over the past three years to build my business to a level of success and brand recognition that made me proud. With that success came offers to relocate my business within other medical groups — to become part of other local businesses to enhance their own service offerings.

Being part of a larger business family, getting to know the other passionate small business owners, and the thoughts of reducing my own stresses tied to running a business — all these things pulled on my emotions and made my decision regarding next steps very difficult.

Ultimately, I had to take a step back. Talk to those close to me. Think about all the time and effort I’d put into my business branding and client base.
I spoke to several business advisers, as well as my husband, while going through this phase of my business planning. They all said the same thing: to listen to my most powerful tool — my intuition.

After careful consideration, it became clear — what my gut was telling me all along was true — stick with it. Don’t be swayed by the latest “shiny” offer. Stick to your guns. Remember why you got into your own business in the first place. Don’t sacrifice your passion to succeed. I made the decision to give my business 150 percent and take the entrepreneurial path.

There’s a reason some of us become entrepreneurs. We are dream-chasers. I thought about dampening that entrepreneurial spirit by taking a road that, in some ways, would have been much easier to manage on a personal level. But, being an employee wasn’t an option for me after working so hard to achieve my dream. The flexibility, success and feeling of accomplishment my hard work had resulted in couldn’t be matched by any other outside offer.

So remember, if you’re a business owner or an aspiring entrepreneur and you decide to take that leap of faith, go for it 150 percent. Have passion for what you do. And when it comes to making critical decisions about the future of your business, take a time out — weigh your pros and cons. Don’t react impulsively or by pure emotion. Talk through it logically with people you trust, and be the headstrong, confident, capable business owner that you are.