

Q & A: What Aspiring Furniture Designer Should Know



Q. Recently, co-hosts on *The Talk* discussed the sale of George Clooney's Tequila company for one billion dollars. The topic was entrepreneurial aspirations. Sara Gilbert of *Roseanne* fame was revealed to be a talented furniture designer, apparently researched the possibility of starting up such a venture. What advice would you have?

A. Saw the show and got the impression that Gilbert found the requirements for launching a furniture design and production company complicated and daunting.

,The takeaway from George Clooney's success should focus on how he and his partners set up their business model.

Since the tequila company was a leisure pursuit initially, the pressure to start and run a business was not part of the equation.

Gilbert likely has the structural visualization aptitude

and may need a business with a tangible hands-on element versus a business dealing in abstract ideas, according to experts in the field of aptitudes research.

And should spend a lot of time researching dos and don'ts for her aptitude pattern and then design the business model based on that information. Note that many people do not have the structural visualization aptitude, which is the ability to visualize ideas.

References

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