



Specialty Marketing Systems, LLC

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### An authorized manufacturer's representative of Tabasco® brand products

Go ahead and admit it, you have been thinking of starting your own business for a long time but you always manage to talk yourself out of it. The more you think about it, the more the whole thing makes you break out in a cold sweat. The problem is you just cannot seem to stop thinking about it. Here are five great reasons why you really should give it a try and go into business for yourself.

**1. You Control Your Destiny** - Some people are content to follow the lead of others, but there are those who long to take control of their lives and are simply not happy otherwise. When you work for others, you have no choice but to follow their rules. Be the one who makes the rules, instead of the one who follows them.

**2. Your Income Is Not Limited** - When you work for yourself, your income is only limited by your imagination, your skills, and your dedication to what you are doing. The potential is simply not there to go beyond an average wage if you work for others. If you really want to secure your financial well being, you will need to go into the right business for yourself.

**3. You Can Make A Difference** - Ask yourself how much of a difference you are making at your current job. Then imagine the difference you could be making as a business owner. As an owner, you will have the opportunity to be an employer and make a difference in the lives of the people you hire.

**4. More Secure Than Working For Someone Else** - Once upon a time in America, a person could work for a single company their entire career and then get paid a pension and benefits after they retired. This idea is now as dead as the dinosaurs. Today, there is no guarantee you will have a job next week, much less your whole career. You are still subject to uncertainty with your own business, but you will be able to change your business as your market conditions change. If you are an employee, the change that is made might be you. Sorry, nothing personal.

**5. Do Something You Enjoy** - If you ask twenty people if they enjoy what they do for a living, how many do you think will answer yes? How would you answer this same question? What could be worse than reaching the end of your working life and looking back with regret for never having done any work you enjoy? Find something you like that will support you and your family. Take the chance, it might be the best thing you ever do.

Starting and running a business of your own can be the most rewarding experience of your life in so many ways. Imagine how much richer your life, and the life of your family, can be if you start the right business. It is fine to talk yourself out of the wrong business but make sure to consider the many benefits, including those listed here, before talking yourself out of the right one.

