

A close-up photograph of a person's hand resting on a baseball field's dirt. The hand is in the foreground, with fingers slightly spread. In the background, a baseball player is in a ready position on the field, blurred. The overall scene is dimly lit, with a dark, moody atmosphere.

30

REASONS TO START A BUSINESS

BY LISA FURGISON

Are you toying with an idea for a business?

A lot of people think about starting a business, but for whatever reason the idea never becomes a reality. If you're an entrepreneur who is on the fence about starting a business, we have the encouragement you need to take the first step.

We asked 30 business owners to offer persuasive reasons for entrepreneurs to launch a business.



**WORK ON THINGS
THAT MATTER
TO YOU**



**“Being an entrepreneur means
that I get to work on things
that really light me up inside.**

**I’m not stuck doing busy work
or tasks that no one else
wants to do.”**

**— Sarah O’Toole
The Seasonal Diet
@TheSeasonalDiet**



**GET A PERSONAL
EDUCATION**

“As an entrepreneur, you’ll learn what kind of work you enjoy and start to understand how you can make a difference in your community.”

— Jeremiah Boehner

MyLikes

@sfboehner





**MAKE MORE
MONEY**



“An entrepreneur who starts his own business can break free from this actuarial perspective and redefine the value he brings to the market.”

**— Matthew Reischer
Lawyer Reviews
@LegalAdvice**

4

JOB SECURITY

“Is starting your own business really any riskier than relying on one source of income for your livelihood?”

**— Nick Loper
Side Hustle Nation
@nloper**





**FLEXIBLE
SCHEDULE**



“With our parents getting older, living far away, and one of them having health difficulties, the ability to work from wherever we want on our own schedule is a huge benefit.”

**— Will von Bernuth
Block Island Organics
@BIOSuncare**



TAX BENEFITS



“There are tax incentives that you couldn’t take advantage of without a business. As an owner, you can write off things like travel, food, and cell phone bills.”

**— Fernando Campos
Topwick
@fmcampos**



A group of people in a bar setting, with a large blue speech bubble graphic overlaid on the left side. The background is dark and slightly blurred, showing people in a social setting. The text is white and bold, positioned on the right side of the image.

**FILL A VOID
IN THE
COMMUNITY**



“Me, my wife, and two best lesbian friends decided to open a new gay/straight hybrid pub to fill the void when our favorite lesbian bar closed down. The community and the public response have been phenomenal.”

**— Drew Phillips
The Angry Beaver**



**EVERY DAY
IS A NEW
CHALLENGE**

“By starting your own business, you escape the stagnation of life. It never really feels old, there are always new challenges to face, and you never stop learning.”

**— Sean Dudayev
InsureChance**





**SURROUND
YOURSELF
WITH GOOD
PEOPLE**



“You have complete control over not only employees and vendors, but most importantly, clients. You can hire or fire people based on your own guidelines and work only with people who are a good personality fit.”

**— Jeremy Durant
Bop Design
@bopdesignsd**

ACQUIRE THE LIFE YOU WANT



“If you want to live abroad or in a new region of your own country, that is entirely possible when you have your own company. Starting your own company does not need to be only about realizing profits, but rather realizing the life you envision for yourself, wherever that may be.”

— Andrew Bliss

The Adventurous Mailbox



MAKE A CAREER CHANGE





“It’s a radical departure from what I was doing, but taking that leap gave me a great new career and the flexibility to work from home and be near my three kids.”

**— Shelley Hunter
GiftCards.com
@GiftCards_com**

LOVE WHAT YOU DO



**“Love what you do and do
what you love.
If you do that, you’ll never
work a day in your life.”**

**— Michael Lazar
TrueShip**



TAP INTO YOUR CREATIVITY

123

A woman with dark hair is shown from the chest up, focused on painting a canvas. She is holding a paintbrush in her right hand and a palette with various colors of paint in her left. The background is dark, and the overall image has a semi-transparent dark overlay. Large, light blue-outlined numbers '1', '2', and '3' are superimposed over the scene, positioned to the left, right, and bottom-center respectively.



**“Working for other people
squashed my creativity;
working for myself puts no
limits on me.”**

**— Karen Koenig
@KarenRKoenig**

PLENTIFUL STARTUP RESOURCES



“The amount of free or affordable resources available online or at startup incubators has never been greater.”

— Kyle Ems

SeniorCareBox

@SeniorCareBox



REALIZE YOUR VISION





“If you believe in your business model and it is something the world needs, starting a business is an effective way to ensure your vision is achieved.”

**— Nabeel Mushtaq
AskForTask
@askfortask**

BE THE BOSS YOU WANT



“I can confidently say that after five years of being in business with a tight knit team of 15 and an extremely low turn-over rate, we are working at being not only happier in the environment I created, but doing so profitably.”

**— Nima Noori
Toronto Vaporizer
@TorontoVaporize**



OVERCOME A LAYOFF





“I ventured into entrepreneurship in 2003, when I fell victim to my third layoff within a six year time span. I started my own business and haven’t looked back since.”

**— Felena Hanson
Hera Hub
@FelenaHanson**

CREATE AN ASSET



“Just like buying a house, a business that is built correctly and grown becomes an asset that has value. And just like any other asset (like your house or a piece of art) it can be sold.”

**— Natasha Courtenay-Smith
Business Mentor
@Tash_Courtenay**



BUILD THE FUTURE





“Ask a college graduate today about their career aspirations and they are more likely to talk about working for themselves, setting up a business, and being an entrepreneur than they are to say they want to be chained to a desk, working 14 hour days for a faceless corporation.”

**— Neil Jacobs
The Road Gallery**

MORE TIME WITH YOUR CHILDREN



“My wife and I wanted to be home with our two boys as they grow up so we started our business. We definitely didn’t want to be tied to a 9-5 job and maybe be able to see our kids for a few hours a day.”

**— Marc Anderson
TalktoCanada**



CREATE A LEGACY



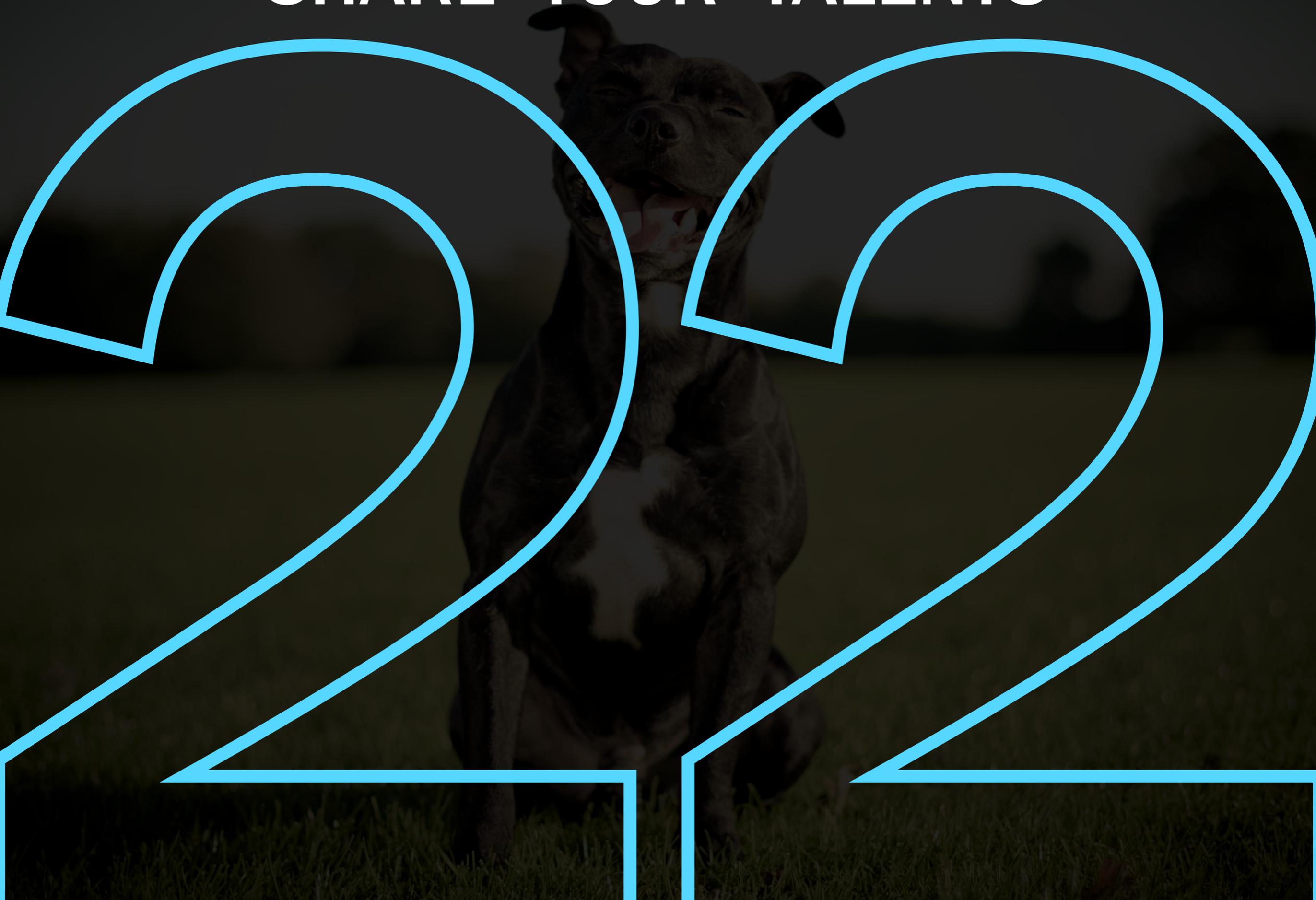


**“If you’re a doctor, plumber,
or bus driver, it’s hard to
imagine you passing your
career on to your loved ones.**

**But if you own your own
business, that’s something
you can pass on to the next
generation. And be proud of
it, because you created it.”**

**— Billy Bauer
Royce Leather**

SHARE YOUR TALENTS

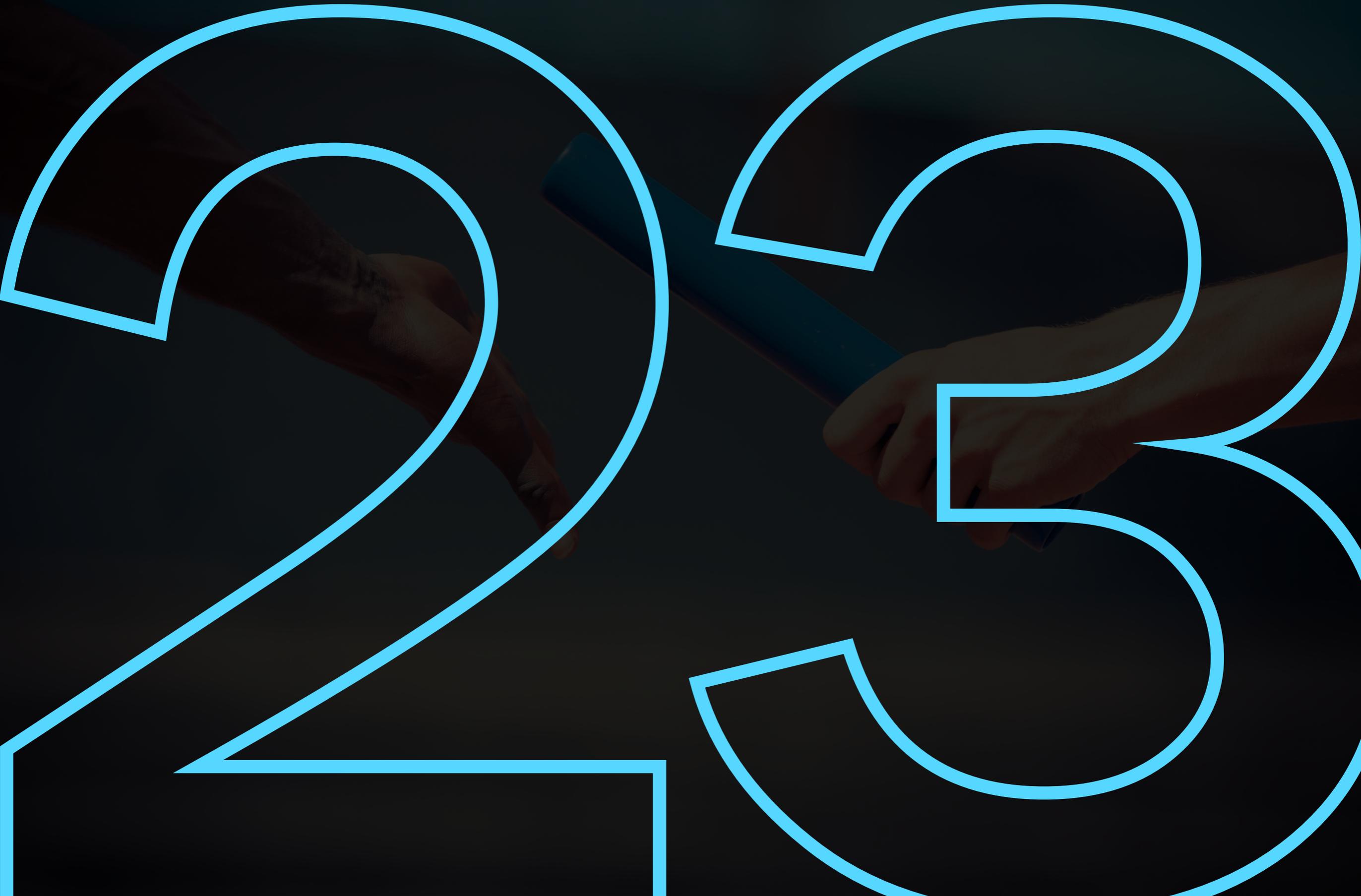


“I love to see our dogs so excited at meal time and I just love to hear stories from my customers when the same thing happens at their house. It makes me feel so good and motivates me to continue on this journey.”

**— Lisa Hennessy
Your Pet Chef**



DELEGATE





“Bookkeeping and financial planning are probably the most common uninspiring tasks for a business owner and therefore ignored, but can have a profound effect to the success of a business. Delegate these dreary tasks to experts who can help create a plan for growth while you focus on your strengths.”

**— Diane Villavieja
Nomad Financial
@NomadFinancial**

THE INTERNET



“The internet provides a universal business platform for which the traditional old fashioned requirements for brick and mortar, location, employees, and advertising do not apply.”

**— Anne Marie Blackman
My Ugly Christmas Sweater**



PERSONAL FULFILLMENT





**“When people decide to use
their talents to start a business,
they often find personal
fulfillment because their
abilities now serve a purpose.”**

**— Christopher Rither
One Man Dream**

USE A VARIETY OF SKILLS



“It allows you to exercise and refine all of your muscles. When you work for other people your contributions are usually confined and limited to one or a few different skills.”

**— Brandon Kelly
NYCVanity
@BrandonNKelly**



PROTECT YOUR IDEA





**“I didn’t want to look back
and regret not taking
advantage of the opportunity
at the right time.”**

**— Karen Tsoi
Pastel Dress Party**

CREATE YOUR WORKSPACE



“Introverts can escape the horror of open-office plans and create a working environment that works with their temperament rather than against. While extroverts can work with their strengths in the way they acquire and interact with clients, rather than a way dictated by an employer.”

**— Thea Orozco
Introvertology
@introvertology**



BE A ROCK STAR





“Starting a business is like being famous, if only in our own field or for our family and friends. It makes you special to others.”

**— Lee Silber
Author
@leesilber**

OWN YOUR DECISIONS

BRAND

“Being an entrepreneur means making your own choices, if you fail it’s on you, but if you succeed it’s because of you.”

— Ben Guez
Ophis
@OphisVape



**READY TO START
YOUR OWN BUSINESS?**

CLICK HERE

