

# Launching a Business of Your Own

There are lots of reasons that many of us at some stage or another get a bee in our pants about **starting a business** of our own.

Regardless that people are designed with a few drives in them and one major factor is a preference toward self management, there is also of course the influence of circumstance.

It used to be that once you went into the world to make your mark and to earn your own living, you could be fairly certain that helping somebody else to **run a business** as their employee, provided you were viable to them, would basically ensure long term employment and payment.

Of fairly recent times though the situation is a little different as many of the larger employer businesses have been hammered by offshore low-cost competition for their local market simply because most of us seem not to understand that buying from offshore suppliers has to ultimately destroy local jobs.

However, the impact of this is to force a need for many to heighten their latent **entrepreneurial** skills and think on **starting and running a business** of their own as a means to creating some form of income for themselves.

In many ways this isn't actually such a bad thing as statistics have determined that 75% of a developed nations GDP is in fact produced by small business, which are also responsible for most employment posts.

So, **starting your own business** is going to be good for your nation and for other unemployed, and all you really have to do is ensure you do some homework, find a **mentor** and study a sensible **Business Training Guide** to learn all about **starting and running a business**. Naturally you will be wise to **start small** and be guided by an **expert** to grow to **maximum success** via benchmarks.

Your choice of reading material will have to be well considered as the market is replete with various levels of so called courses where many are produced with very little real **business experience**, so I suggest the book table of contents is a good place to begin to ensure you buy wisely.

You obviously will recognize from a table of contents, the areas you feel you will need to learn but from my extensive commercial **experience** I have to say that in most cases that I have looked into, the biggest difference between those that **succeed** and those that fail at **running a business** is in their own attitude and personality resources. Notice I said personality and not personal, as it most often how you believe in what you are doing that provides the determination to do it.

As another statistic shows that around 90% of people **starting a business** actually fail in their first year, in many cases the biggest losses are made by those that started out with most.

As an interesting final note let me say that a person **launching a business** today can be simply and effectively protected from personal losses and if the right **Business Training Guide** is purchased then there will be no need to pay anyone \$4000 to establish your **business** entity.

Read the right **guide** on **starting a business** and you should be able to find **expertise, mentors, support, real commercial experience** from **owning a business** or two and certainly a ton of tools and information to provide real **business help** that can only **help** you reach your **maximum success** potential.

Being an **entrepreneur** is fun and rewarding, both financially and personally. I feel strongly that every adult should study a good **Business Training Guide**, learn to structure in safety and have a go. **Entrepreneurs** should be recognized and applauded for the courage it takes to commit into an unknown direction in order to better their circumstances, because the world is constantly developing through this vision and forward focus.

**Nathan Howard**: *An Entrepreneur, manufacturing & systems analyst, consultant and mentor with 30+ years experience starting, running & developing successful businesses. To gain some invaluable insight and structure for your own journey forward, visit [With Your Success In Mind](#) for more information on [Starting A Business](#).*