



Reasons You Might Want to *Be in or Stay in Business*

1. For the right person, the advantages of business ownership may outweigh the risk.
2. You have the freedom to act independently and to “be your own boss.”
3. Hard work and long hours may directly benefit you, rather than increasing profits for someone else.
4. Earnings and growth potential may be great.
5. A new venture is as exciting as it is risky.
6. Running a business may provide endless challenge and opportunities for learning.
7. Fun! Many entrepreneurs describe what they do as fun.
8. You may be able to set your own schedule to fit your unique needs.
9. You may actually have a better solution, place, product, or plan than the competition.
10. You may be able to write off expenses to reduce your taxes.

SBDC consultants and business professionals can help.

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