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# **Starting Your Own Business - Its A Whole New World**

(Excerpt from Building a Purposeful Business by Jack Funderburk)

Embrace a new perspective about everything you've done before. When you are creating an internet business know that everything has changed.

You've entered a new world, a new way of doing business and a whole new way of marketing. So get used to a new way of life! To do this, consider two major changes from where you were if you came from the corporate world of big business.

**First**, all of your decisions will now be filtered through the lens of small business and self-employment rather than the corporate world with which you may be most familiar if you've never had a small business. **Secondly**, you have entered into the online world from the offline world and this too is quite different than anything you've done before. [starting your internet business](#)

Starting an internet business

If you are creating an internet business AND at the same time entering from the corporate side of the business world or the big business / government world, then pay particular attention to how everything changes.

Actually, if you don't understand this concept about how different these two worlds are, and do not fully embrace it, you are likely destined for failure, it really is that important. It's a whole different mindset than working for someone else.

Many of my associates, who entered the small business world, are those who are here because of corporate downsizing or early retirement. These folks bring a wonderful body of experience, managerial expertise, and knowledge with them that may never be used or even called on to be exercised again! - Not in the near future anyway. Are these learned abilities now rendered useless? Not at all. But it is essential that someone who will be starting an internet business recognize they are now living in a different world.

The way things worked before, the resources that were previously available and the methods of management once utilized on a daily basis are now placed on hold while the new business owner starts earning a living with with a whole new set of parameters.

One who is starting your own internet business but does not grapple with the concept that everything has changed will be destined to discouragement, often despairing and many times failing and retreating to the corporate world simply because this new perspective has not been fully embraced. Starting your business is VERY different than the corporate world.

The World of Small / Online Business

You've entered a new arena with new goals and have left behind the security and privileges associated with the world of large business.

But it is definitely worth it! Stick with it. Never give up. Pursue your dream to own your own business and do whatever it takes.

This as a foundational building block for Starting your business. You will have little need to explore all the other facets of building your business if you have not first embraced the concept that everything has changed and will likely never be the same again.

Jack Funderburk has owned and operated small businesses all his life and provides resources for new online entrepreneurs at his websites [creating an online business](#) and [starting an internet business](#)

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