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**WANT A GOOD JOB? RUN YOUR OWN
BUSINESS**

Why do you think ever increasing numbers of people are choosing to [run their own business](#)? Why is there a trend away from going to work for someone else or being a daily cubical drone in a large organization? What are people turning to as the alternatives to commuting to work every day?

There are plenty of answers to those questions but the message is clear: more of us are becoming entrepreneurial. More and more former employees are choosing to work for themselves rather than toil for the interests of others.

The fact is that should anyone find themselves in need of a [good job](#), one of the best and most satisfying choices available is to find a business that they can own and run. For this very reason, it is becoming increasingly difficult for organizations of any size to find quality and dependable worker bees.

Not everyone is prepared to run a business of their own. A few among us just do not have the sauce that it takes to wade into the water by themselves. But the dirty little secret is out: most people have plenty of what it takes. They simply have not yet taken full stock of themselves. Just look around any community at the people who own businesses. You will see just regular folks who are determined to succeed at what they do and will find a way to do so. It is not magic, luck or rocket science. It does not require a long list of qualities or a huge bank account.

So what are some of the options that one can choose from in order to become their own boss? Here are a few of the traditional choices.

1. Start or buy a brick and mortar business be it retail or service based. This means you would have a location like a store, a gym, a beauty salon, a restaurant, a cleaners and of course the list goes on. The challenge here is the amount of up front investment required to get started as well as the logistics of getting it ready to serve customers. The risk: after all the time and money invested it may not turn a profit.

2. If you have the qualifications and licences necessary, hang out your shingle as a professional be it in the health industry, in law, in financial and investment services, in the trades, in construction and so on. Some of these require office locations, others do not. In some cases the up front expense of attaining the required professional status is very costly, meaning you start out in a deep financial hole. The risk: lots of competition in a very slow economy can mean that the business and the business owner remains underwater.

3. Invest in a franchise. There are a wide variety to choose from in any number of fields and there are many people who take a run at being a franchisee, especially if it is a turnkey business that they find attractive. What makes this choice sometimes difficult is the buy-in expense. Some go as low as ten grand but others cost up to half a million dollars to purchase. The risk: most of these require that you hire reliable people to make it work and factors such as turnover or employee theft become major financial headaches.

This short list is far from complete but it does cover the most traditional self-employment choices. The good-no make that super-news is that an option exists with a very large upside potential and not much downside risk.

It allows you to be your own boss, get involved at very little expense, provides a huge marketplace within which to do business, generates direct as well as residual income, is not a franchise, does not require a brick and mortar location, has no degree or license standards and is fully flexible enough to fit any schedule.

Further, it lets you work at your own pace. Most importantly, your financial success is limited only by your imagination and your time. There are no other qualifications.

Why not run your own business? What would it take to get you into that game?

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