

As Seen In *Times Publishing Newspapers, Inc.* papers including:

Morrisville **TIMES**, Yardley **VOICE**, Washington Crossing **CURRENT**,
Newtown **GAZETTE**, Northampton **HERALD**, Langhorne **LEDGER**
Lower Southampton **SPIRIT**

BUSINESS NOTEBOOK

Start Your Own Business... Why NOW is the Time!

submitted by
Earl L. Sigmund CPA,
President, New Business
Learning Center, Inc.

Many people go through life never knowing, often dreaming, but never quite sure if owning their own business would have been a better life decision for themselves than their current position of employee.

I have heard many business owners exclaim, "Getting fired from my job was the best thing that ever happened to me!"

No, I am not advocating getting fired, but everyone during their lifetime should at least consider, if only on a part-time basis at first if possible, taking the plunge into the scary but possibly incredibly rewarding world of owning their own business.

Why do I think NOW is the time to take the plunge; or at least sit down and re-think your present career choice?

1) The cost to obtain start-up money is still relatively cheap – interest rates are low. Rising real estate prices have

created a record amount of home equity available for starting a business.

2) SBA loans for sound new business ventures are there for the asking. The government realizes that small business growth is a key factor in economic growth.

3) Working for others is becoming less & less secure, given the present day mergermania business atmosphere with big firms just getting bigger and the alarming number of under-funded pension funds in big corporate America.

4) Pay raises and commission – based job structures just keep getting leaner.

5) Company paid benefits are becoming fewer in dollars & number, and are being less paid percentage-wise by the company.

6) Employee uneasiness and unhappiness rates are rising rapidly as large big corporate lay off announcements are sounding more frequently given the nature of the world competitive marketplace.

7) Consumers, when given the choice, would rather buy or deal with an entrepreneur than with a super big

American corporation.

8) People live longer today, but big corporate America tends to rid themselves of good, experienced, loyal employees when they believe that such employees can be replaced with younger, cheaper, and less expensive benefit cost employees.

Not all of us are cut out for self-employment. I have talked many people out of self-employment.

Yes, there is much less security – no real steady paycheck each week.

Some people just don't have the mental toughness and willingness to make the sacrifices that self-employment demands.

The key to self-employment success is quite simple – you must have a well-thought out plan that demonstrates to you that the world really needs your product or service NOW; and the world must want to pay for your product or service at a price that allows you to live the lifestyle that you desire.



Trusted Choice[®] Advantage

We are an Independent Insurance Agency

A Professional Agency with Personal Service

PERSONAL COVERAGE	BUSINESS COVERAGE
<ul style="list-style-type: none">• Automobile• Homeowners• Renters• Rental Properties• Umbrella• Flood Insurance	<ul style="list-style-type: none">• Commercial Insurance• Business Owners & Contractors Programs• Commercial Automobile• Employers Liability


LIFE INSURANCE

FINANCIAL SERVICES & EMPLOYEE BENEFITS

Sypek & Sandford Agency, Inc.

Yardley **Lawrenceville**
215-321-2268 **609-896-7000**

www.sypekandsandford.com e-mail: insurance@sypekandsandford.com



ARE YOU PAYING TOO MUCH IN TAXES?
Don't get shaken down by the IRS!

AUDITS ▲ APPEALS ▲ LITIGATION
GENERAL TAX MATTERS ▲ TAX PREPARATION
▲ TAX ATTORNEY & ACCOUNTANT

Visit us at: www.jorsen.com

LAW OFFICES

JONATHAN A. ORSEN, P.C.

NEWTOWN PRINCETON
(215) 321-9600 (609) 520-1000