

# Chapter 1    **Your Own Business?**

**Have you ever thought of owning your own business?**

- Do you know why you should have your own business?
- Do you know what a business really is and how it works?
- Do you understand the difference between having a business and being ‘self-employed’?

**This book is designed to help you.**

- ✓ Understand why you must have your own business.
- ✓ Decide on the type of business you need.
- ✓ Start a business of your own.

What I’m *not* going to do is attempt to tell you *how* to run your business!

**But I *can* help you** and give you some clues or pointers as to what you need to do, but how you do it, or whether you do it, is up to you - **it’s your business!**

If you’ve not yet started a business of your own I’ll explain why, in the 21<sup>st</sup> Century, this is something that, *if you are to survive financially in the long term*, **you must do.**

Yes, I do mean ‘must’ - it’s not an option!

**You see**, regardless of what else you might do -

It's essential for you to have an *income stream of your own*, that's outside the control of other people!

With a successful business of your own, that belongs to you, your future will no longer depend on what other people do.

**You will always have a means of creating income or fulfilling your passion without having to depend on other peoples' decisions.**

**In this book I'm going to explain and describe:**

- **Why** you need a business and what the purpose of your business should be.
- The different types of business, or 'business models', that you could have; how the money works, and the associated risks of each type.
- **How** you can most effectively use your time so that you don't fall back into the trap of pseudo employment and end up just selling your time for money.
- **What** you *must* do, what you can't do and what you can do in terms of regulations and compliance.
- The core skills you need to be able to make your business work for you.
- **How** you can gain advantage by enhancing the skills you already have and maybe adding new ones. .

**So let's get started on the journey.**