


3 Reasons Entrepreneurship Is Booming

Why more people are choosing
to be their own bosses

(BY JOHN FLEMING)

 **Entrepreneurialism is on the rise.** These days, it's typically not some guy starting a billion-dollar business backed by venture capital. It's more likely to be people just like you, clearing out a small corner of their homes to make a go of their own home-based business. They've got the technology to work alongside the big companies and the drive to do it. The conditions are perfect for just such endeavors.

People throughout the United States are leaving their jobs to strike out on their own for a variety of reasons, whether voluntarily or because of forced life changes. With new technology, expanding opportunities and a growing acceptance of small, home-based businesses, more people than ever are becoming their own bosses. It's great news for the economy and for overall personal fulfillment. So the next time you see your neighbor in his front yard, don't assume he must be home nursing a cold. He may just be taking a quick break from his business.

Seizing the Opportunity

One thing is certain: The home-based business trend is growing.
Why?

People start small businesses for a variety of reasons. Some have an idea planned far in advance and are working toward a well-defined dream. Others find themselves outside the corporate world, often the result of downsizing, family circumstances or other life events. Those with the entrepreneurial spirit, however, have the foresight to seize an unexpected opportunity.

*Entrepreneurship
is on
the rise!*

Blog ideas



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Generation Y Entrepreneurship

Biggest Reason for booming

1. Don't Let the Door Hit You on the Way Out

Millions of people lose their jobs every year in the United States, often for reasons beyond their control, like downsizing, outsourcing and overseas contracting. There's no such thing as job security anymore and, really, no such thing as a planned career path. The National Bureau of Labor Statistics says that today's workers can expect to have at least seven full-time positions in their lifetimes, and most will have more than 10. One lure of a corporate job has always been benefits. But even those are rapidly diminishing. Medical insurance, life insurance, retirement plans, pensions and other benefits are either being cut back or are disappearing completely.

Corporations ultimately must answer for the bottom line, and employees know it. Workers now watch out for themselves, too, gathering skills and training at each job in preparation for the next stage of their careers. The Bureau of Labor Statistics says that workers stay at the same job location for a median of four years. The younger the employee, the less likely they are to stay anywhere for very long. USA Today reports that members of Generation Y, those born between 1977 and 2002, don't expect to stay on a project, job or even a career for too long. They've watched their parents and grandparents get booted out of companies, and they've seen large-scale corporate scandals. They're truly wired and ready to move, multitasking constantly.

Older workers find themselves in a much different employment quandary. They wonder if they should stay or move on to something else. For many, the decision is made for them. They're often literally pushed out the door.

Women who want to work from home and still be with their children are yet another driving force in the new trek toward at-home entrepreneurialism. According to the U.S. Census Bureau, more than 5.4 million mothers put their careers on hold to stay home with their children. The Center for Women's Business Research reports that there are 10.6 million woman-owned businesses in the United States. Women are starting businesses at almost twice the rate of men, and their production is \$2.5 trillion in annual revenue. Many are mothers who have left, or never entered, corporate

America. They're starting their own home-based businesses—earning the new title, *momprenneur*.

2. The People Vote: No Confidence

According to studies by GfK Roper Consulting, Americans' favorability toward big business is at an all-time low, dropping 13 points since 1985. These same consumers rank "recession and unemployment" among their top 10 concerns, with 30 percent of the respondents saying they're not confident their economic situation will improve in the next 12 months. They also say that, right after their highest concerns of crime and lawlessness, their next biggest worry is not having "enough money to live right and pay the bills."

With less disposable income and distrust of big companies, Americans feel vulnerable. Many are in debt—to the tune of an average of \$9,000. They see their benefits scaled back each year, and their financial future looks dubious. All of these factors add up to very little confidence in the future. That's one of the biggest reasons the shift toward self-employment is gaining momentum.

3. Looking Out for No. 1

American workers know they're really on their own to plan their future. They see not only the benefit of having their own business but also the rewards beyond just paying the bills. GfK Roper Consulting studies show that people have a strong desire for more control and flexibility over schedules. Nearly half of Americans see "control over one's life" as an essential element in "the good life," along with good health, financial security, home ownership, a happy marriage and children.

In addition to financing and owner education, one of the biggest factors in whether a business will survive is the owner's motivation, such as more time with family or wanting to be one's own boss. Compelling reasons like these have helped two-thirds of small businesses survive at least two years, and 44 percent survive at least four years.

So with hordes of Americans ready to own their own businesses, how do they go about it? Three percent of

Yuck

Women Entrepreneurship

