

What is your motivation?

T2

What's making you want to start a business? Some motives that may help your thoughts.

I want / need to:

- earn enough money to support my lifestyle
- provide for a family
- have a healthier lifestyle
- earn enough to save money as a nest egg
- have job security
- have a job that allows me to develop new skills
- a sense of achievement
- exploit a gap in the market
- have freedom and flexibility during my working day
- work different hours
- be my own boss
- achieve something in my community
- produce an excellent product
- deliver exceptional service
- be respected by my family and friends
- be seen as successful and respected in the business community
- influence the environment
- employ others

Why do you want to start your own business?

- more take home pay
- more cash
- more wealth
- the feeling of power
- worry free retirement
- debt free - mortgage paid off
- smart car
- big house
- education & house deposit for kids
- holiday home abroad
- better work-life balance
- more investment income
- more security