

# Career Opportunities

## Tips For Starting A Business

By John Addison

(NAPSA)—You don't have to settle for a job that doesn't work for you.

Maybe you're over 50 and, like 79 percent of your peers, you want a job that helps you give back to the community. Or maybe you're a younger worker wondering if your job is really all there is that's out there.



Addison

Regardless of your reasons, the fact is that now might be the right time to take matters into your own hands and start a business. Here's why:

### The Economy Rewards Entrepreneurs

On personal tax returns, more than 37 percent of individuals in the highest tax bracket are business owners—and business owners make up 26 percent of those worth seven figures.

### It's Time For A Raise

Recent raises have barely kept up with inflation. The years between 2000 and 2006 constituted the first economic expansion since World War II without a sustained pay increase for rank-and-file workers. For many people, being employed no longer means being free of financial insecurity.

### You Can Keep Your Job

According to the Small Business Administration, 19 million businesses have no employees and a little over half of them are run by people with another primary source of income.

So what are the first steps toward starting a business? These tips can help:

- **Identify Goals**—Entrepreneurs who start a business with a goal of creating wealth have more success than those without a clear vision, according to the Center for Women's Business Research.

- **Do Your Homework**—Forty-nine percent of small-business owners say they would have had an easier time if they had sought advice from successful owners.

- **Assess The Costs**—Consider less expensive ways to go on your own (providing a service, for example, while keeping your day job).

- **Line Up Your Allies**—Tell your family and friends what you're doing and why. Be sure to keep loved ones in the loop. Odds are you'll need their support.

- **Don't Stop Believing**—If you're willing to go the distance, the payoff could be big.

- **Talk To Experts**—The financial professionals at Primerica can help you get your business started. Plus, they've created a guide that shows you how to take control of your financial life. To get a copy of "How Money Works," write to Primerica, 3120 Breckinridge Blvd., Duluth, GA 30099, ATTN: Corporate Relations, or call (770) 564-6329. For more information, visit [www.primerica.com](http://www.primerica.com).

• *John Addison is co-CEO of Primerica, a subsidiary of Citigroup Inc.*