

## **The Self Employment Circus**

Starting your own business is like running away to join the circus.

There under the dome of self-employment, are three rings of excitement, with performances given almost simultaneously. The spotlight moves from Marketing to Production to Management quickly enough to capture and retain the audience, leaving it in breathless amazement.

You learn to walk the tightrope between expenditures and income without a safety net. (Your Income Statement tells you how long the tightrope is and your Balance Sheet tells you how far you are from the ground.)

Becoming an expert juggler is also part of the excitement. You excel at dividing your time between clients, family, responsibilities at home, and for an extra thrill you skillfully maneuver payments without dropping the ball.

The art of makeup is so discreet that when you have perfected it; you can complete changes with the skill of a chameleon. More than manicures and business suits, the way you convey your message with confidence and poise, makes you an attractive vendor to clients.

During the trapeze act, you swing from marketing to production. A couple of deft flips later you gracefully glide from product delivery to receivables, and then smile thankfully as you sail over to bank deposits.

Another tricky part is the lion tamers act. Seeking out new business is one of the most difficult performances to perfect. The right combination of daring, trust, and respect are necessary in the presentation to prevent the act from being replaced by the clowns in the next show.

You are the star of every show, as well as the one wielding the shovel, after the elephants have paraded through.

Sound exciting? You bet it is. You are the maker of your own destiny, so pursue your dreams and Good Luck!