ADVERTISING | PROFESSIONAL DEVELOPMENT | RELATIONSHIP

Find What You Love... And to NEVER GIVE UP!

Owning your own business can make you more money than you've ever dreamed possible. But more importantly, it will provide you with an opportunity to improve the lives of people you work with every day.

by **Bob Schwartz**

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Dear Fellow Networker,

My name is Bob Schwartz, publisher of Home Business Advertiser Magazine.

I must tell you that I am absolutely thrilled that you made the decision to be your own boss and start your own business. It's exciting for me to see you make this decision. Why? Because the owning my own business has really helped improve my life and my family's life, and I know it can improve yours too!

Please let me explain. A little over 15 years ago, I was working 2nd and 3rd shift (swing shifts) at a chemical/paint factory in Belvidere, New Jersey. I was making about $12 an hour, so working enough overtime (50 hours a week) I was making a little over $30,000 a year. It wasn't hard work, but there were a lot of things I didn't like about the job. The chemicals we worked with were extremely hazardous and required us to use protective clothing (rubber gloves, aprons, goggles, etc.) Also, there were even more harmful chemicals that required the use of a protective breathing respirator. (I never felt very comfortable wearing those darn respirators!)

One night at the factory, I distinctly remember having one of those "Aha!" moments when I realized that I had been following someone else's plan for my life.

Working at the factory, I was told "when" I was to work, "how much" I was going to be paid, "who" I was going to work for, and "how" I could retire someday (doing the same job for the next 40 years, while sticking 4% of my paycheck each week in a 401k.)

It's a little embarrassing to admit this, but it's the truth, so I'll tell you -- I really was sucked-in to believing that I had a good deal going.

My "Aha!" moment really woke me up to the idea that maybe, just maybe, I could find a career that I actually enjoyed -- something that gave me a sense of purpose -- something that would make "work" fun and enjoyable.

> **I started dreaming about having not just enough money, but more-than-enough, spending more quality time with my family, and finding a line of work that I could really enjoy and get excited about!**

Well, I praise God for 'fate and circumstance' because it wasn't more than 3-4 months after my "Aha!" moment that I found a new job working for a small, start-up publishing company in Elizabethtown, Pennsylvania. My job was to sell print advertising in two niche magazines.

In my first year, I made a little over $35,000. Within three years, I was earning a substantial, six-figure income. And, I wasn't the only one. There were two other "ad men" there, selling print advertising in our little, niche-market magazines, who were also earning very high six-figure incomes. You might not believe this next part, but I hope you really take it to heart. Do you know what was EVEN better than this newfound, incredible income I was making? It was having fun at my work and helping business owners (other people) market themselves.

> **It's absolutely thrilling to help a fellow small business owner create an advertisement that generates them more business. It gives me such an incredible**

feeling of accomplishment and purpose!

I loved my work, and I still love it today, but I'm not working for that company anymore. I realized several years ago that this system of selling ads was duplicable. To make a long story short, I left that company after about 7 years, and, with my boss's blessing, started my own magazine: *Home Business Advertiser Magazine.*

Now, you too are embarking on a journey that I hope will continue on for a very long time and bring you not only prosperity, but joy and purpose, too. I know owning your own business works, because I've done it! It takes time and hard work, but it's worth it.

Owning your own business can make you more money than you've ever dreamed possible. But more importantly, it will provide you with an opportunity to improve the lives of people you work with every day. (Don't forget to ask God to help you along the way! The Lord helps me every day I ask Him to.)

I wish you the best and encourage you to get started right away and to NEVER GIVE UP!

Many Blessings,
Bob Schwartz, Jr.
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"We will reap a harvest if we don't give up"
(Galatians 6:9)