Iconic Strategies Ltd Review the 3 Biggest Draws of Entrepreneurship

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There are many different reasons people turn to entrepreneurship, some want security for their family and future, whilst others want to explore their own creativity and face new challenges. Iconic Strategies Ltd *however have shared what they believe to be the biggest benefits of entrepreneurship.*

For those who have the courage, drive and desire, entrepreneurship gives the opportunity for self-expression, empowerment and autonomous freedom. An entrepreneur is someone who is prepared to invest their own time, effort and money and required hard work, long hours and the ability to keep going in difficult times. This is why it is not for everyone. But for those who have the correct traits and characteristics, the benefits of entrepreneurship greatly outweigh the benefits of traditional employment.

For some, working at a typical 9-5 job is a satisfying way to earn a living, but for others it is not enough. Some of the main reasons why a person would want to become an entrepreneur include:

- No income restrictions
- Pursuing a passion
- Freedom
- Control
- Flexibility
- A chance to be a creator

Iconic Strategies Ltd suggest the three biggest draws of entrepreneurship:

1. Entrepreneurship is a form of self-expression
Creating a business is a form of self-expression. Just like a songwriter or an author, the entrepreneur will have something to say and their forum is the business world. An entrepreneur can set their business up to reflect and replicate their visions, missions and future aspirations in the business world. The entrepreneur's company is a reflection on their own values and principles within business.

2. Entrepreneurship is empowerment
Empowerment is leadership expressed through the act of entrepreneurial self-expression. The moment a theoretical concept or idea is transformed into business, the entrepreneur has accepted the role of a leader and is then empowered to build an organisation around this concept or idea. The entrepreneur is empowered because they have full control over their journey of success rather than being a participant in someone else's quest.

3. Entrepreneurship is freedom
Entrepreneurship gives a person the opportunity to choose their own path and make decisions that are deemed necessary.

Based in Norwich, Iconic Strategies Ltd is an ambitious outsourced sales and event marketing company. The firm use a unique marketing approach to help national clients acquire quality, long term customers for their business brands. Iconic Strategies Ltd was founded by entrepreneur and now business owner Simon Reynolds. The firm support entrepreneurs through their workshops and development seminars to help guide future entrepreneurs within the sales and marketing industry.

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