Live Innovations Urge People to Follow Their Passions in Wake of New Research

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After research conducted by Weebly found that an increasing number of entrepreneurs are building businesses from their hobbies and interests, Live Innovations are urging people to look to their passions when choosing a career path.

About Live Innovations: http://liveinnovations.co.uk/company-info-2/

In a recent study conducted by web developers Weebly it was found that more than a third (37%) of UK entrepreneurs have built their businesses around their hobbies and interests. These 'passion businesses' have led to what many experts are calling 'a new breed of entrepreneur', and London-based Live Innovations couldn't be happier about the news.

The firm have long considered passion to be a key driver of success and were thrilled to find out that the number of people taking the plunge and chasing their business dreams is slowly increasing. Being passionate about work isn't just good for the soul, it in fact has many benefits both personally and professionally. Studies have shown that people who are happy in the workplace and enjoy their work tend to earn higher salaries, and are able to identify more opportunities within their environment. Passion also leads to greater productivity as people are more engaged in their work and care about what they are doing which improves the overall quality of the work they produce.

Live Innovations would even go as far as to say that entrepreneurial success in today's market is entirely dependent on passion. With the number of start-ups increasing year on year the small business community is becoming a dog-eat-dog world. To ensure their venture stands out and offers something unique to consumers, new entrepreneurs need to possess the motivation to always be innovating and moving forward. Being passionate about their venture provides them with this vital motivation and makes every accomplishment that little bit more rewarding, which powers them through any obstacles or challenges that may be lurking around the corner. Having passion is also key to maintaining a stress free, positive mentality which can help an entrepreneur avoid burnout and experience a more fulfilling entrepreneurial journey. Entrepreneurship is incredibly demanding and in the early stages the hours 9 out of 10 times are long and unpredictable. If a person lacks interest or passion for what they do they will find this process unbearable and struggle to find a meaning or purpose behind their actions. This can be hugely damaging to their mental health and put strain on their relationships. By having passion for their work, entrepreneurs are able to see the bigger picture and remain excited by their journey, improving their psychological well-being and giving them a thirst for new knowledge and learning.

Based in London, Live Innovations is a highly sought after sales and marketing firm whose direct solutions have helped brands throughout the UK form stronger customer connections. Through face-to-face engagement the firm deliver personalised customer experiences which drive their clients' brand loyalty and boost overall sales revenue.

On a daily basis Live Innovations work with bright and talented young professionals who share their passion for sales and customer service. As such, the firm have committed their time and expertise to helping these professionals expand their existing business knowledge, so that they have the skills and understanding in place to turn their passions into successful ventures in the future.

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Live Innovations delivers a high ROI for clients through personalised marketing techniques. For more information Follow@LiveInnovations on Twitter and Like them on Facebook.

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