MJ Experia Marketing urges students not to panic if they don’t get the results they were hoping for

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It’s the time of year that most students dread, and with results day fresh in people’s minds MJ Experia Marketing urges students not to panic if they didn’t get the results they wanted.

MJ Experia Marketing believes that students shouldn’t panic if they fail their A-level exams; many successful entrepreneurs were also ‘failures’. MJ Experia Marketing says that those who don’t get their desired grades have more choices than ever and becoming an entrepreneur has never been easier. The market is more accessible than it has ever been and there is far more support and advice available for today’s entrepreneurs. MJ Experia Marketing believes that the world is moving into an age of entrepreneurship.

MJ Experia Marketing points out that exams aren’t everything when it comes to business and the firm has also investigated some of today’s most successful entrepreneurs who were also seen as ‘failures’.

Richard Branson

At 15, Richard Branson’s headmaster gave him an ultimatum: give up on efforts to start a national magazine for students or leave my school. He left school. He is now worth 3 billion pounds.

Simon Cowell

Cowell left school at 16 and got a job sorting mail. He has gone on to create some of the most successful talent shows in TV history. He is worth around £300 million.

Alan Sugar

Sir Alan Sugar left school at 16 and started off selling car aerials from the back of a van. Today he is worth around £770 million.

MJ Experia Marketing do not expect students to be successful without working hard, there are certain things that need to be done to become an entrepreneur but passing exams isn’t one of them. Entrepreneurship truly is a realistic choice for today’s young people. However, MJ Experia Marketing offers the same advice to those starting a business at any age:

Understand the market. Fully understanding the market you are entering and the product you are selling is crucial to success. It doesn’t have to be a completely original idea but you have to be doing something better than anyone else already in the market.

Take advice. There are people that want to help. Surround yourself with the best network of advisers and mentors possible. There’s a lot of social and informal support out there as well as professional help.

MJ Experia Marketing is an outsourced sales and direct marketing firm based in the heart of Birmingham, one of the UK’s entrepreneurial hotspots. The firm creates personalised and unique campaigns to market their clients’ products directly to consumers. MJ Experia Marketing connects with customers through face-to-face sales techniques which creates lasting, personal relationships between brand and consumer.

MJ Experia Marketing supports entrepreneurship through many methods, including their Development Program. The Program is designed to teach aspiring entrepreneurs the correct skills to be successful in business. The employees learn everything from leadership skills to extensive product knowledge and are progressed quickly through the ranks of the firm becoming leaders, with the potential to go further and open their own business.

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