Why do People Become Entrepreneurs? Iconic Event Strategies Reveals

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Inspired by their own experiences, sales firm Iconic Event Strategies has revealed why many people decide to become entrepreneurs.

Iconic Event Strategies believe that there are many reasons why people decide to become entrepreneurs including certain personality traits that work better outside of an employee mind-set. The firm highlights that there are many benefits to entrepreneurship including the freedom to dictate working hours, the possibility of earning more money than those who choose the traditional route of employment, the creativity to work on something related to personal passions and hobbies and the potential to have something meaningful to pass down to further generations.

About Iconic Event Strategies: http://www.iconiceventstrategies.co.uk/

Inspired by an article found on entrepreneur.com, titled '6 Genuine Reasons Why People Become Entrepreneurs' published October 22nd 2015, as well as their own experiences with entrepreneurship, Iconic Event Strategies has revealed some of the reasons people become entrepreneurs.

Their creativity doesn't fit the corporate environment
"Your creativity simply may not be cut out for the limitations of corporate life and you may find that you simply don't fit in," highlights Iconic Event Strategies. However, the firm believes that if a person learns to embrace not fitting into a corporate culture, they can often discover something beautiful.

They want a lifestyle that isn't bound to nine to five
Entrepreneurs tend to have an extremely flexible lifestyle. That being said they work incredibly hard and sometimes incredibly long hours. However, those hours are flexible and can work around an entrepreneur's own life rather than the traditional nine to five and four weeks of vacation time that corporate life permits.

They're passionate about learning
Learning should never stop, highlights Iconic Event Strategies. Entrepreneurs are never satisfied with the knowledge they have – they are always seeking more. Learning interests entrepreneurs, from formal education to on-the-job discoveries, they feel they can never know enough about the things that excite them.

Their ideas are unconventional
Entrepreneurship takes imagination. Entrepreneurs are the ones who change the world. They see the world as they want it to be, not how it is. Entrepreneurs pursue the ideas that others deem crazy. Entrepreneurs understand that logic is limiting but unconventional ideas can change things.

They want to do things
Entrepreneurs are often driven by doing work that changes the world. Iconic Event Strategies points out that, "If you find yourself unsatisfied with a life that relegates you to the side lines or the background, entrepreneurship could be the right path for you."

They want to change the world
Entrepreneurs don't just want to change their lives – they want to change the world.

Iconic Event Strategies' Managing Director, Simon Reynolds chose to pursue a career in entrepreneurship because he had serious ambition and drive to pursue goals and to help others achieve theirs. The business owner believes that guiding others into entrepreneurship is also a big responsibility for entrepreneurs and this is something he feels passionately about.

Iconic Event Strategies is an outsourced sales and marketing firm based in Norwich. As direct marketing specialists the firm uses face-to-face marketing methods in order to connect with consumers, on behalf of their clients' brands. This one-to-one connection often helps to form long-lasting and personal business relationships between brand and consumer. In turn, this often leads to increased customer acquisition, brand awareness and brand loyalties for their clients.

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