



BUSINESS LESSONS

Starting Up: All the Right Reasons

Why are you going into business? What is your reason why? This is the most important part of setting up a business.

Setting up a business solely to make money is not enough. It won't motivate you through the tough times. Inevitably there are times, especially when starting up, that growing a business is a challenge.

My wife Gail and I went through a period of time when we first set up UKFast when we would have just enough money to pay our suppliers and employees, leaving us eating cereal and porridge while working all hours of the day and night. We were driven by our purpose to make a difference to other peoples' lives.

"There should be a burning desire and an overwhelming belief that your business can change things for the better."

It is this passion and belief in what you're doing that will drive you through those tougher times.

We set our purpose in the very early days and it has guided us ever since. Your purpose, your vision, is your ultimate goal. This is the one thing that you should never ever change.

If you set your purpose and focus on what really matters; making a difference, helping others, then the success will naturally follow. It's as simple as that.

Lawrence

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