

Rewards can outweigh challenges



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Most fledgling entrepreneurs acknowledge disadvantages (working long hours, fluctuating sales volumes) of owning a small business, and dream of luxurious advantages (big tax write-offs, early retirement, making your own hours, and getting personal

chores accomplished on company time). However, the real advantages and disadvantages usually come in unexpected forms.

I personally view them as challenges and rewards. There are too many challenges to individually mention, especially when your job title encompasses everything from owner/president/CEO to window washer/customer service rep/office assistant. Even highly organized individuals can get overwhelmed with the daunting tasks of ordering supplies, marketing/advertising, and research/development. During peak times personal vacations can't be planned and personal appointments (such as with the doctor or dentist) must be rescheduled. In trying economic times, business finances may have to dip into personal finances in order to stay afloat.

However, the financial and psychological rewards can greatly outweigh the challenges when customers, business associates and strangers recognize the fruits of your hard and sometimes double labor.

Those surprising moments – a look of heartfelt gratitude on a client's face, a simple note of thanks, or landing a big job for a publicly known client – often happen at a time when most needed and offer the best reward, that of motivation and reassurance, and encourage you to continue being your own boss for just a little while longer.

Amy Leap's Q&A column appears weekly. Please feel free to submit possible topics to her via-email at amy.l@epbj.com.