

# The Top 5 reasons Why NOW is the Best Time Ever To Start a Business



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Early in my career I had to drive into NYC on one of those grid lock alert days. A grid lock alert is one of those days during the holiday season when you either take public transportation or expect to spend a lot of time in your car during a prolonged traffic jam. To my surprise I made it into and out of NYC in record time. There was very little traffic let alone any of the massive delays the news people predicted. I learned two things that day. One-grid lock alert days were the best days to drive into NYC and Two-don't believe everything you hear.

If all you hear about is how bad the economy is don't believe it. Today the opportunities to start and grow a successful business are better than ever! Here are the top 5 reasons why I believe this.

1: GOOGLE - they have developed an extremely powerful suite of FREE tools to help small businesses operate in "The Cloud". Gmail, Google Docs and Google Sites and Google Apps can help provide a communications infrastructure that used to cost a small fortune.

2: Abundance of experienced, talented workers - with over twelve million people on unemployment it's a buyers market. Not only do businesses have a big pool of people looking for employment they can tap into freelancers sites such as [www.odesk.com](http://www.odesk.com), [www.guru.com](http://www.guru.com) and [www.peoplehour.com](http://www.peoplehour.com)

3: The low cost of marketing - there is an abundance of tools and resources to get your message out there to a highly targeted audience. You can easily create a blog that interfaces with your Facebook Fan page, Linked

In and Twitter accounts to reach all of your fans and followers. Want to up your exposure? Start an email campaign with a free [www.mailchimp.com](http://www.mailchimp.com) account. You can send to up to 2,000 subscribers at no cost.

4: Tech costs are at an all-time low - wireless networks, laser color printers, cheap computers and laptops. And everything is configured so a non-nerd can be up and running in no time.

5: A wealth of information and resources - just go to [www.google.com](http://www.google.com) and type in anything you want to know.

These are just a few of the reasons why this is the best time ever to start a business. It wasn't long ago that starting even a home based business required an investment of ten to twenty thousand dollars with ongoing cost to maintain the technology and marketing campaigns. Not only is it easier and less expensive to start a business, there is an abundance of opportunities for any motivated entrepreneur. The need for capital has been replaced by the need for motivation and an ability to think out of the box.

Many successful businesses have been started in worse economic times. If you believe this is a bad time to start a business you are right. If you believe that you are going to succeed no matter what you are also right. William Shakespeare said "There is nothing either good or bad but thinking makes it so." That's why I believe that this is the best time ever to start a successful business.

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