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### The Future is in Self Sufficiency

Local business coaches with The Entrepreneur's Source encourage individuals to be confident in business ownership

Downers Grove, IL (Grassroots Newswire) January 18, 2012 - According to articles posted on business sites discussing job trends of the future, tomorrow's employers will put a premium on skilled and semi-skilled workers, especially in computers, health care, science and technology. These information-driven industries provide opportunity for some, but may limit the career options of many other skilled workers today, according to Chief Operating Officer and President of The Entrepreneur's Source Brian Miller.

"In the future, career skills in this New Career Economy® will require many to become extremely good at fending for themselves if they're going to survive in the job market of the future," says Miller. "People need to understand that bottom-line focused companies will not necessarily be growing their employee base anytime time soon."

The Entrepreneur's Source has done extensive third party research on the New Career Economy which reinforced the following regarding the job market:

- \* Careers are no longer uninterrupted and seamless due to companies merging, downsizing and rightsizing;
- \* Career income streams are being interrupted with long periods of no earnings and benefits;
- \* Long term security will no longer be assured as the job market continues to change; and
- \* Retirement funds will be drastically impeded, reduced and sometimes eliminated.

"We have found that the most successful people have already positioned themselves to be self sufficient and taken control of their own destiny," says Miller. "And, they are doing this through business ownership."

When researching business ownership, people are finding that online tools like FranchiseMatch work or they can choose to work directly with a business coach to learn more about how various different business models may meet an individual's goals, need and expectations to attain their income, lifestyle, wealth and equity expectations.

"Our clients get very excited about realizing that they don't have to be in love with or have prior experience with a product or service in order to capitalize on it," says Miller. "It's very gratifying when they discover that a business is simply a vehicle to take them to the next level of success, meeting the goals they have set for themselves and their families."

For people in career transition, I encourage them to at least spend a little time researching business ownership, specifically franchising," says Miller. "Although the economy can be seen as a dark cloud over a career these days, business ownership can be the silver lining that gives people more control over their future and financial security."

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