

## Own or Rent?

If I were to ask you the simple question, "Would you rather own or rent your house?" Anybody with an ounce of wisdom and financial knowledge would answer, "Well I'd rather own it." Why? Simple, because when you own (or, more accurately, are in the process of becoming the owner) you're building something called equity. It just makes less sense to pay rent and assist someone else in building equity in the dwelling you live in. Of course you'd rather own it.

Well if that principle makes sense concerning your house, condo or townhouse – doesn't it make even more sense concerning your LIFE? Why would anyone choose to rent out their life rather than own it? When you work for an "employer", that's exactly what you're doing. Renting out your time (which is the same thing as your life) to someone else who's building something with equity on it – using the sweat of your labor!

Of course there are some good reasons for working for an employer. Going into business for oneself isn't without its risks and frankly, not everyone has the self-motivation to be their own boss. But for those that do, a life more rewarding than just about any job imaginable is in store.

Have you thought about or are you thinking about owning your own business? Or taking the business you're already started up a notch or two? Yes, it's a rewarding experience but it's not as simple as just ordering some business cards and putting a sign on your car door.

When you rent someone else takes care of the building for you. They have the business plan, they pay for the marketing strategy, etc.

When you own – that all falls directly on you.

Making the jump from renting to owning your life can be and often is daunting. If the burning desire to stop renting out your life is there, a wealth of information is available in written form. Stay tuned to this column for more information and tidbits on how to do just that with minimal risk exposure and a plan for managing success!

Derrick Wilburn

Achieve Fitness USA, Fitness Business Coaching Services