



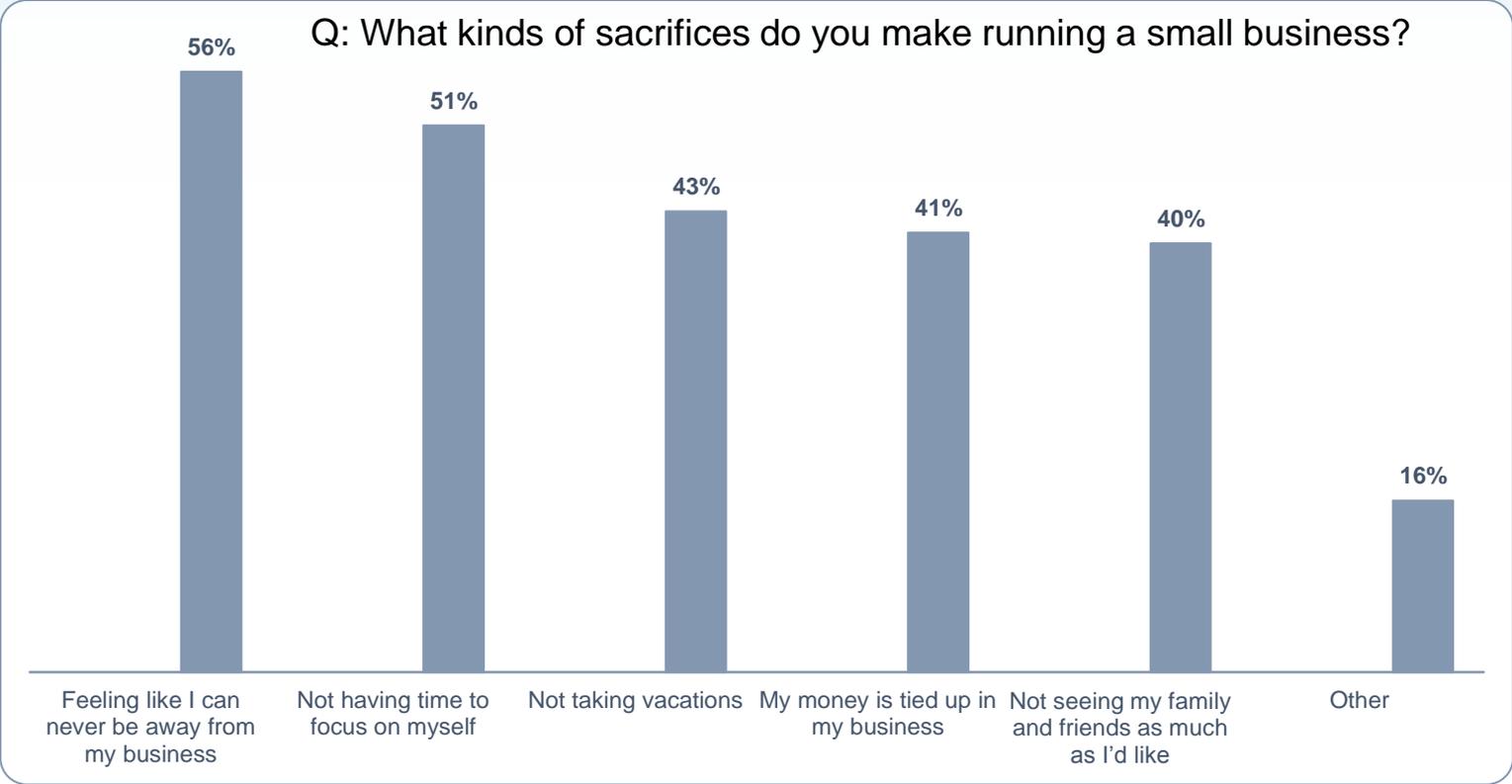
Personal Sacrifices/Professional Rewards of Small Business Owners

*Constant Contact Survey
Small Business Week 2015*

*"If you want to be the master of your own destiny, then
you want to be a small business owner"*

-Bryan Caplan, small business owner

For small businesses, personal sacrifices are a major part of the job description.

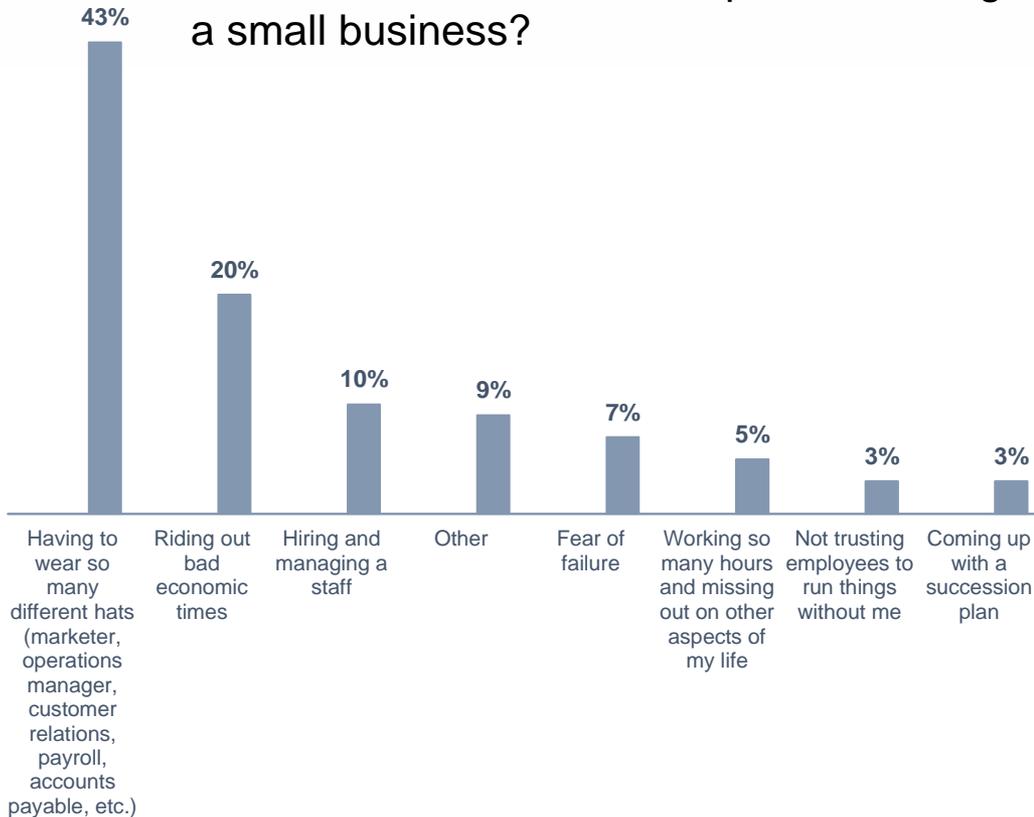


“It can be soul-sucking if you’re not careful. Ten to 12 hours a day at a computer can leave little energy to spend time with my children. I’ve learned to set boundaries and book time on my calendar with friends and family.”

Sherri-Lee Woycik
Social Media Minder

Juggling varied responsibilities—marketer, operations, accounts payable—is all in a day’s work.

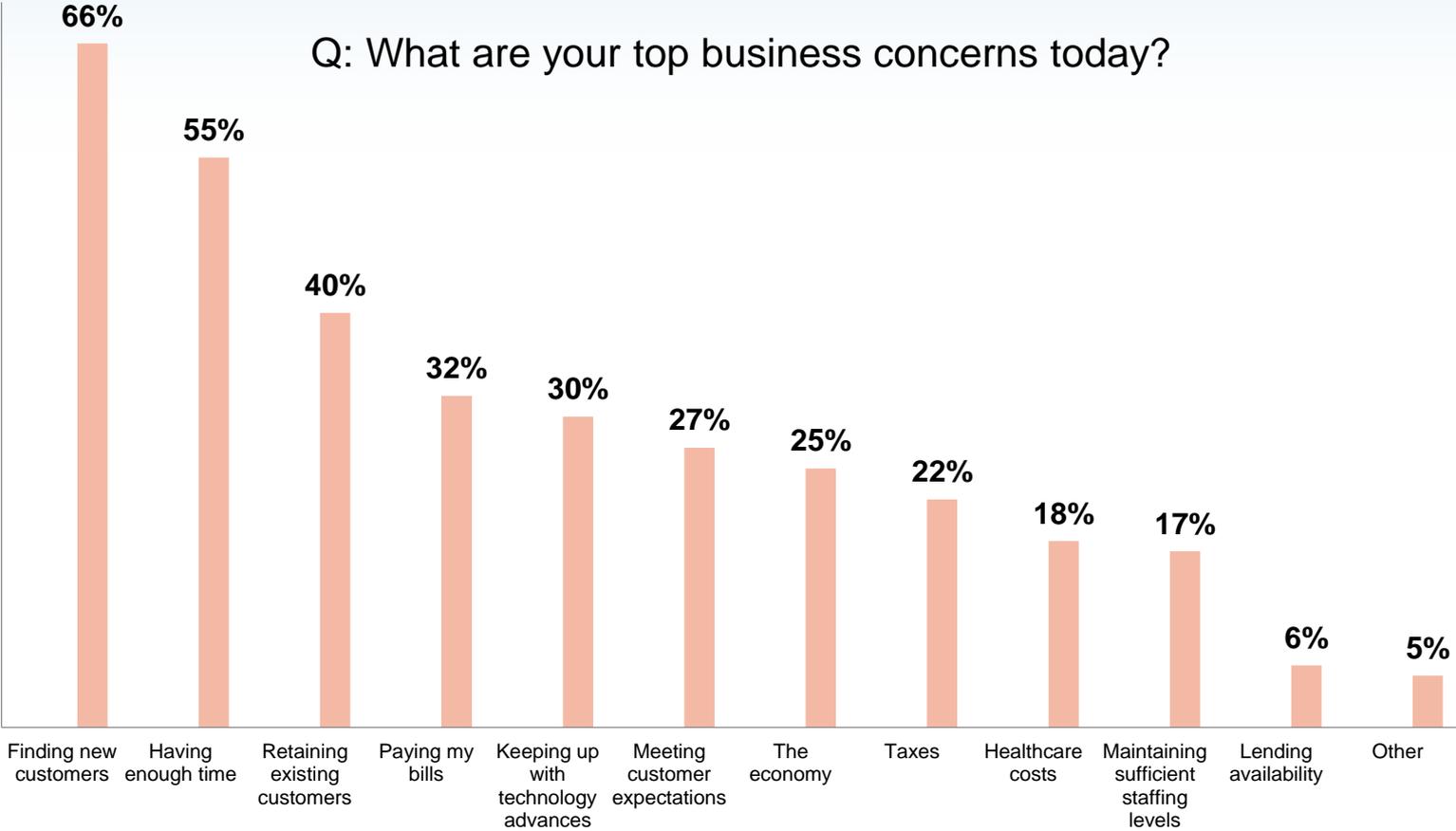
Q: What is the most difficult part of running a small business?



“I am a ‘jack-of-all-trades’ for my business. I do it all: client services, invoicing, PR, marketing, content creation, new business, IT specialist, and so much more. The most important responsibility is keeping my clients happy but it can be challenging if something goes wrong in another area.”

Julia Campbell
J Campbell Social Marketing

There are plenty of concerns keeping small business operators up at night...



Yet even in the face of these hardships 84% would choose to do it all over again.

“I tell people that owning a small business is like having a child. We have been in business for over 30 years now, so my child is all grown up. Like raising a child, you will have your ups and downs, but through it all you love it; you adore it. And now I get to step back and realize that I’ve created this great thing, that I’ve dreamed it into reality.”

Arlet Koseian
Extend Yoga

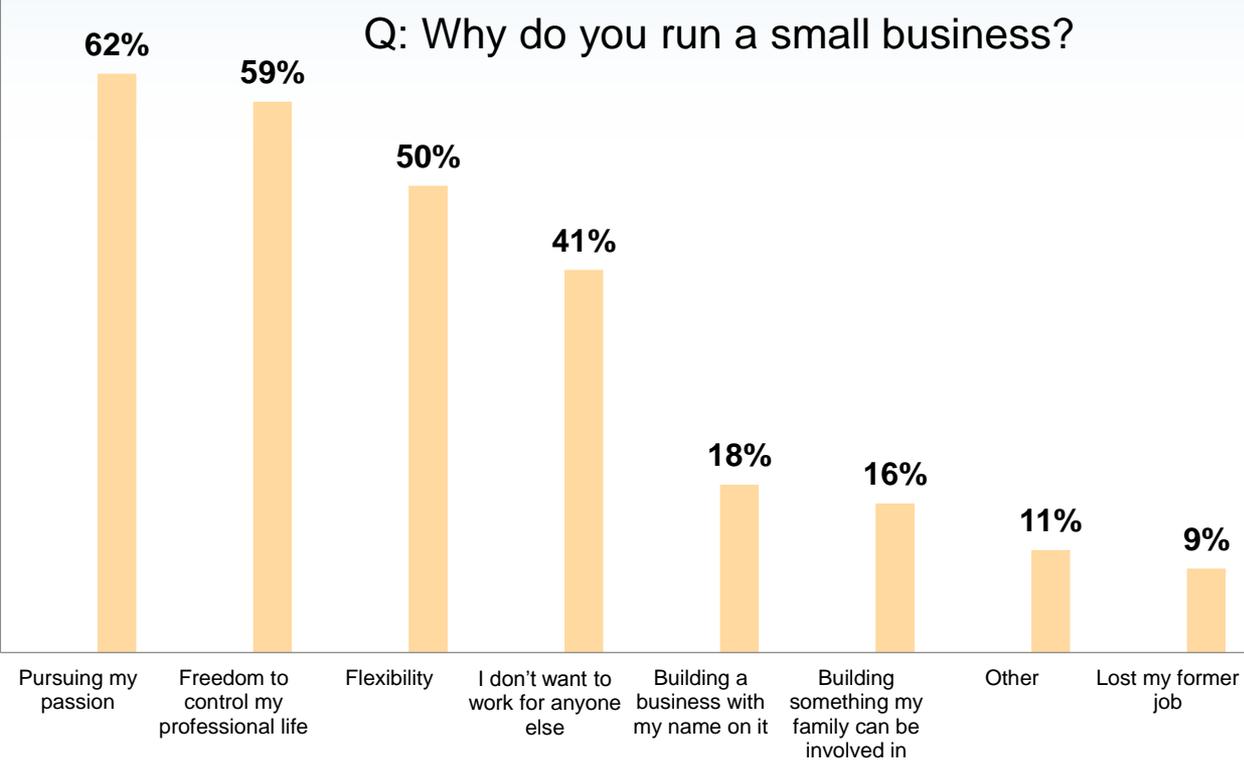
“I love the ‘rush’ of owning my own business. There's something indescribable about working for yourself. I liken it to hopping on a plane to an unknown destination and exploring without a map or translator. You don't know what the next turn will bring, but you take it all in stride. As you continue navigating through the paths and thoroughfares, you welcome each challenge as it comes and find yourself better off with each obstacle you overcome. In essence, if you want to be the master of your own destiny, then you want to be a small business owner.”

Bryan Caplan
BJC Branding

“I would definitely, without a doubt, do it again. I would do it differently, but I would do it again. I mean, I just can't picture myself writing a resume and walking into some office to do a job interview. That's just not me.”

Denise Attwood
Ganesh Himal Trading

So why do they do it? Passion, freedom, and flexibility rise to the top.



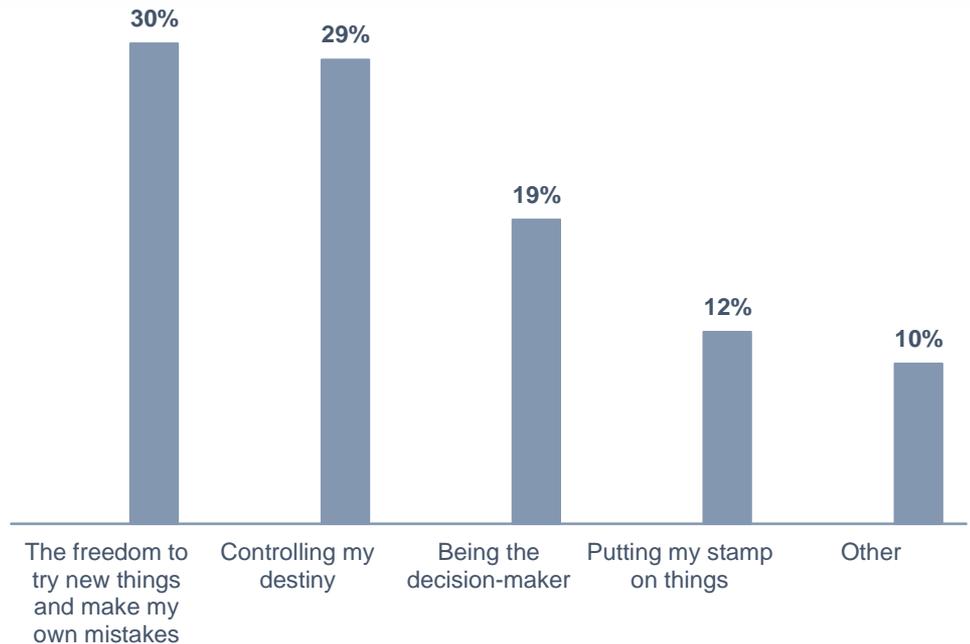
“It’s freeing knowing that I can set my path and decide what’s important to me and what my career will look like. I like having that control.”

Sherri-Lee Woycik
Social Media Minder



The best part? Freedom and the ability to control their own destiny.

Q: What's the best part of running a small business?



“As my father told me, ‘You can do anything you want to do; don’t listen to anyone who tells you otherwise.’”

Rieva Leskonsky
GrowBiz Media

We asked survey respondents for their best advice on how to market. Here's what they had to say:



“Make a marketing plan.”

“More expensive is not always more effective.”

“Network, network, network.”

“Look at the big picture.”

“Build relationships.”

“Find your niche.”

“Market your personality.”

“Person to person.”

“Be true and authentic.”

“Hire an expert.”

“Never stop seeking new opportunities.”

“Know your customer.”

“Never give up!”

“Measure and learn from your results.”

“Ask for help.”

“Focus on referrals.”

“Make it a priority.”

“All the little things add up.”

“Pursue all channels and opportunities.”





About the Data:

This Constant Contact data was compiled from a survey administered in March 2015 to 785 small business owners who participate in the Constant Contact Small Biz Council – a research panel of US small businesses and nonprofits recruited from the Constant Contact customer base. The survey is part of an ongoing series about the state of small businesses and the ways they connect with, and grow, their audiences.