

# How I Left My Finance Job In London And Became An Entrepreneur In Brazil

I was 28 years old and working as a financial analyst in London when I decided to quit my job and move to Brazil to start my own business.



## The Brazilian Dream: How I left my Finance Job in London and became an Entrepreneur in Brazil

by Sarah Retter

★★★★★ 5 out of 5

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I had always dreamed of being an entrepreneur, but I was afraid to take the risk. I had a good job, a nice apartment, and a comfortable life. But I knew that if I didn't try to start my own business, I would always regret it.

So, I quit my job, sold my apartment, and bought a one-way ticket to Brazil. I didn't have a job lined up, and I didn't speak Portuguese. But I was determined to make my dream a reality.

The first few months in Brazil were tough. I had to learn a new language, a new culture, and a new way of doing business. I made a lot of mistakes, and I

lost a lot of money. But I never gave up.

After a year, I finally started to get my business off the ground. I launched a website that sells Brazilian products to people around the world. The business was slow at first, but it gradually started to grow.

Today, my business is thriving. I have a team of 10 employees, and I sell my products to customers in over 50 countries. I'm making more money than I ever did in my finance job, and I'm doing work that I'm passionate about.

Starting a business in a foreign country is not easy. But it is possible. If you have a dream, and you're willing to work hard, anything is possible.

### **Here are some of the challenges I faced when starting a business in Brazil:**

- **The language barrier.** Portuguese is a difficult language to learn, and I had to take classes for several months before I could start to communicate effectively.
- **The cultural differences.** Brazil is a very different country than the UK, and I had to learn to adapt to a new way of doing business and interacting with people.
- **The bureaucracy.** Starting a business in Brazil can be a bureaucratic nightmare. I had to deal with a lot of red tape and paperwork, which can be very time-consuming and frustrating.
- **The competition.** Brazil is a large and competitive market, and it can be difficult to stand out from the crowd. I had to work hard to differentiate my business and attract customers.

## Here are some of the rewards of starting a business in Brazil:

- **The opportunity to make a difference.** Brazil is a developing country, and there are many opportunities to make a positive impact on society. I am proud to be able to use my business to create jobs and support local communities.
- **The chance to learn and grow.** Starting a business in a foreign country is a great way to learn about a new culture and way of life. I have learned so much about Brazil and its people, and I am grateful for the opportunity to have had this experience.
- **The potential for financial success.** Brazil is a growing economy, and there is a lot of potential for financial success. I am confident that my business will continue to grow and prosper in the years to come.

## If you are considering starting a business in Brazil, here are some tips:

- **Learn the language.** Portuguese is the official language of Brazil, and it is important to be able to communicate effectively in order to succeed in business.
- **Do your research.** Before you start a business in Brazil, it is important to do your research and understand the market. This includes understanding the competition, the regulatory environment, and the cultural factors that may affect your business.
- **Build a strong team.** Starting a business is hard work, and it is important to have a strong team to support you. Surround yourself with people who are passionate about your business and who are willing to work hard to help you succeed.

- **Be patient.** Starting a business takes time and effort. Don't expect to become an overnight success. Be patient and persistent, and eventually you will achieve your goals.

Starting a business in Brazil is a challenging but rewarding experience. If you have a dream and you're willing to work hard, anything is possible.

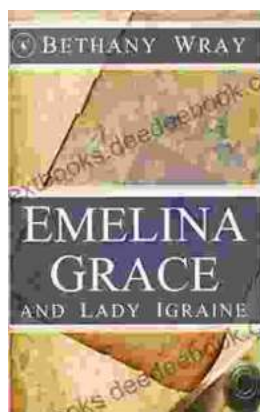


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