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Personal trainer or a beer brewer? Both!

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HOW AND WHEN ADAM STARTED HIS BUSINESS

Adam was 23 years old when he started his business, which was a year ago. What inspired him to start a business at such a young age is his love for variety, and he feels he gets that by being able to decide what he wants to do. This also ties in with his hobbies, namely training and film. He does two different things in his business: one is brewing beer and selling it to Systembolaget, and the other is being a personal trainer at a gym. He chose beer brewing because he likes to create things; he and a friend started it for fun. Adam explains. "My friend is a good designer and I understand how films should be made, so we got started on social media," he continues. He learned about film in school when he attended a high school focused on film. He chose to be a personal trainer because he previously played hockey and enjoys working out.

HOW ADAM DEVELOPED HIS BUSINESS

Adam says he is at the beginning of his entrepreneurial journey but tries to think ahead and challenges himself to be bold. When he was younger, he was quiet and shy, but in this job, he has to talk, he explains. Adam started by selling beer glasses, t-shirts, bottle openers, and more through his TikTok channel. At the same time, he brewed beer at Limhamns Brewery, creating a blend of the most popular beer types.

Regarding beer brewing, Adam wishes he had been more patient at the beginning, especially with his choice of brewery. As for the festivals he worked at, he wishes he had researched more about the festivals so he could sell more, he says. He also would have focused more in the beginning on everything related to laws and beer. As a personal trainer, his mistake was not daring to charge for his services; he was quite young at the start. He was a bit too generous, offering a free PT session or two.

Regardless of obstacles, he has not felt like giving up but has seen the experiences described above as lessons instead. Adam has many clients as a PT who are entrepreneurs themselves, many of whom have had or currently have large companies. He talks to them to get advice and tips on how to think about his business.

There are many tips he could give to young entrepreneurs, but if he has to choose a few they would be to charge for your services, talk to others, and push your own boundaries. But also, have at least one partner and collaborate with several others.

WHAT ARE ADAM'S PLANS FOR FUTURE

The dream is to work half the time as a personal trainer and the other half with beer. Since Adam trains a lot, he does not want to drink much alcohol and knows that more and more people are choosing non-alcoholic options. Therefore, he wants to create a non-alcoholic beer to ensure there are non-alcoholic options for those who want them. This is one of his goals for the future.



WHAT ARE ADAM'S SUGGESTIONS FOR YOUNG PEOPLE WILLING TO START THEIR

His advice to young people who want to start a business is: "Don't start just to start any business; start with something you like. Dare to believe in yourself." He believes everyone can find their own path. Adam would 100% recommend starting a business. He believes you learn more about life, being in business involves also a lot of personal development, and you become more confident.



Image source: all pictures used in this story are from Adam's personal archive.

We wish good luck to **ADAM!**

If you are interested in learning more about Adam's business or to get in touch with him, you can contact him by

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