



<b>November 2011</b>	<b>8-Tips on How to Start a Business</b> <i>When clients fail to plan, they plan to fail</i>
<b>21st Century Business Funding</b> (page 2)	
<b>Assisting Clients by Need</b>	
<ul style="list-style-type: none"> <li>• <a href="#">Veterans in Business</a></li> <li>• <a href="#">Women in Business</a></li> <li>• <a href="#">No-Cost/Low-Cost Marketing</a></li> <li>• <a href="#">SWOT Analysis</a> (Internal Strengths / Weaknesses and External Opportunities / Threats)</li> <li>• <a href="#">Time Planning</a></li> <li>• <a href="#">Web Marketing Checklist</a></li> <li>• <a href="#">Risk Management</a></li> </ul>	<p>Starting and running a profitable business is not rocket science. The #1 reason many people fail is they fail to follow a well-established business development process. Below are 8 tips to business development that, when followed with purpose, will significantly help your business clients and customers improve their chances for growth and long-term success:</p>
<b>Interactive Learning Options</b>	
<p><b><a href="#">4-Steps to Career Focus:</a></b> Discover how Who You Are fits with What You Do for a living "naturally!"</p>	<ol style="list-style-type: none"> <li>1. <b>Test the Waters:</b> Encourage client so close a sale. While this is not possible for all ventures, making a sale validates the business idea on multiple levels, such as who will buy, why they buy, what they'll pay, how much it costs and how much profit will be made.</li> </ol>
<p><b><a href="#">5-Steps to Self-Employment:</a></b> Learn what it takes, whether it will sell, how much money you'll make and how to launch your own self-employment venture.</p>	<ol style="list-style-type: none"> <li>2. <b>Research, Research, Research:</b> Encourage clients to Web surf and shop the competition to learn how similar businesses define, price, market and sell their offerings. Little is new. Take advantage of what works.</li> </ol>
<p><b><a href="#">10-Steps to Venture Launch:</a></b> Follow ten interactive steps for launching a profitable small business venture.</p>	<ol style="list-style-type: none"> <li>3. <b>Connect Clients to Experts:</b> There are over <u>33,000 "volunteer" business mentors</u> in the U.S. that offer all types of expertise, such as tax, funding, marketing, import/export, govt. contracting, etc. Introduce and help clients to connect.</li> </ol>
<p><b><a href="#">12-Steps to Venture Growth:</a></b> Develop skills, knowledge and 12 core business management systems to support growth and profitability.</p>	<ol style="list-style-type: none"> <li>4. <b>Write the <u>Business Plan</u>:</b> Require clients to write their own plan and invest the time, hard work, learning and focus that will be the keys to their future success.</li> <li>5. <b>Fund Innovatively:</b> You well know, banks are rarely lending. Get creative. Will customers invest or prepay? Is joining forces an option where client have "x," someone else has "y" and together they're better off? Is contracting for a service versus buying equipment an option, such as a delivery service instead of buying a truck.</li> <li>6. <b>Recordkeeping:</b> Require clients to demonstrate that they understand and have arranged for reliable expertise for maintaining <u>breakeven, forecasting, cash flow</u> and bookkeeping records. Business success lies in the details of managing the numbers.</li> <li>7. <b>Defeat Fear Through Knowledge:</b> Asking for the sale is scary. Maintaining financial records can be intimidating. Investing in ones future is risky. Yet millions of people are doing this every day with success. Help clients connect with <u>no-cost business assistance networks</u> to learn how they can do it too.</li> <li>8. <b>Focus, Focus, Focus.</b> Profitability is the first objective in business. Focus on a sales cycle where revenues exceed expenses. Assist clients with refining and repeating this process before they start something new.</li> </ol> <p>Like most things in life, the more purposefully you engage, the more likely you'll get the results you seek. Good luck!</p>

###

[Knowledge Institute](#) specializes in entrepreneurial education and development through eLearning, curriculum development, publishing, interactive resource communities and philanthropic endeavors.

Join Our Mailing List!



## **Creative Funding Ideas**

### ***Thinking Out of the Box and Into the Clouds***

Over two years of cancelled credit lines, called business loans and little to no new business funding has people getting creative about funding new and growing ventures! If you think they have their heads in clouds, you are correct!

Cloud Funding, also referred to as social funding or crowd source capital, is a new and fast-growing practice that involves leveraging social media to fund business initiatives. Unlike traditional funding approaches, money raised through Cloud Funding is not paid back, does not require collateral/guarantees, and there's no giving up equity or control. Sources include [Spot.U.S.](#), [IndieGoGo](#), [RocketHub](#), [Funding4Learning](#), [Invested.In](#), [Kickstarter](#), [Pledge Music](#) and [SellaBand](#). There are terms and conditions, however, and different sources focus on different industries. [Learn more](#) about the pros and cons.

###

[Knowledge Institute](#) specializes in entrepreneurial education and development through eLearning, curriculum development, publishing, interactive resource communities and philanthropic endeavors.

**Join Our Mailing List!**



###

[Knowledge Institute](#) specializes in entrepreneurial education and development through eLearning, curriculum development, publishing, interactive resource communities and philanthropic endeavors.

Join Our Mailing List!