



<p>January 2012</p>	<p>To Be or Not to Be in Business</p>
<p>High Five (See Page 2)</p>	<p><i>...and the Role of the Vocational Rehabilitation Counselor</i></p>
<p>Self-Employment Q&A</p> <ul style="list-style-type: none"> • How well am I suited? • Do I have a good idea? • Will people buy what I offer? • What are my qualifications? • What types of costs are involved? • Can I make more than it costs? • Can I maintain revenues over time? 	<p>Not everyone is suited to owning their own business. At the same time, however, most all adults are faced with a need to generate income to support living expenses at some level.</p> <p>For many Vocational Rehabilitation customers, this may mean converting a hobby into a money-generating activity to offset an income gap from other sources, or performing a self-assessment of experience and skill sets to investigate self-employment options that will yield a more sizable and dependable income on a routine basis.</p> <p>As a Vocational Rehabilitation Counselor, you are well-trained for helping customers to understand their strengths and provide access to information, options, and support for choosing a path that best fits their strengths relative to generating income. To assist your efforts in this regard, below is a small sampling of sources of information, options and available support channels for sharing with customers that may further assist them in making choices and achieving income objectives through entrepreneurial pursuits:</p>
<p>Helpful Business Assistance Resources</p>	<p>BUSINESS INFORMATION</p>
<ul style="list-style-type: none"> • Ask Gary Gary Chabot, Dept. of Economic Dev. • Small Business Development Centers (SBDC) • SBDC On-line Learning Classes • SCORE Counselors to America's Small Business Chapters • SCORE on-line and local low-cost workshops <p>Marketing Venues:</p> <ul style="list-style-type: none"> • NH Made Memberships • Hannah Grimes Center • Women's Rural Enterprise Network 	<ul style="list-style-type: none"> • Venture Start-Up FAQs • 5-Steps to Self-Employment, A foundation for a Tier I Business Proposal • 10-Steps to Venture Success, A foundation for a Tier II Business Proposal <p>BUSINESS OPTIONS</p> <ul style="list-style-type: none"> • Work with a No-Cost Experienced Business Mentor • Investigate Women in Business assistance programs • Business Opportunities, New, Franchise, Buy-a-Business • Learn if the Government will buy your products/services <p>AVAILABLE SUPPORT CHANNELS</p> <ul style="list-style-type: none"> • Certified Disadvantaged Business Enterprise options • Chamber and Trade Association Networks • myExpertNet, a Q&A community for business questions • VetBizGO, an entrepreneurial education and resource community for Veterans and active military personnel <p>For other questions or topics of interest, feel free to AskBUZ. Wishing you much progress ahead. Thank you.</p>

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High Five

5 Highly Successful Habits for Succeeding in Business

BUSINESS SUCCESS is about profits. The more money you make above and beyond what it costs you to make (or provide a service), the more your business will be around tomorrow.

One of the most common reasons people fail to make money in business is that they fail to ask for the sale. Why is this? Selling is often correlated to being pushy or worse, risking rejection - neither an appealing outcome.

Viewing the selling process another way - most all businesses offer something that others need or want or they wouldn't be in business. Therefore, when you know you target prospective customer well, you are doing them a favor by making them aware of what you have to offer. The key here is knowing who your [target market](#) is and developing an effective [marketing communication](#) campaign to reach them productively. With these two components in place, business success becomes a process of developing and maintaining good daily habits that result in sales.

5 HIGH SUCCESSFUL HABITS in this regard, include starting each business day by identifying five things that you are going to do that day that directly relate to generating sales. Be honest with yourself. Tweaking your website, bookkeeping and filing are not directly correlated to someone paying you money for goods and services. While each day will bring different challenges and responsibilities, developing and maintaining this habit will serve you well over time. Most importantly, it will also serve your business bottom line well!

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