

Check Out This Resource Especially Created for Entrepreneurs

Before You Start a Business

Starting a business and becoming your own boss is exciting ... and terrifying. Before you pull the trigger and quit your full-time gig:

Do Your Research. Make sure you understand what goes into running the business. If you have experience (you want to start a florist shop and you have worked as a floral arranger) that's great. But if you don't, then reach out to other people who are doing what you want to do and interview them, volunteer with them, work for them.

Get your ducks in a row. Register with your state. Get your EIN. Set up a Business bank account. Get a local business license. The sooner you treat your business as a business, the more seriously the world will take your efforts and you'll see results faster.

Don't spend all of your start-up capital on your logo design and initial website. Instead, invest in systems and programs that will help you actually communicate with customers and close sales.

Create a budget and STICK TO IT. Do not overspend.

Surround yourself with good, positive, supportive people. Get out and network and find people who help you, give you advice, and will share resources with you.

Spend some time every day on personal development and learning new information. You need to become a sponge of all things management, marketing and mindset.

Check out this comprehensive guide toward personal and professional growth. A great resource for small businesses, entrepreneurs, and professionals.

Available on Amazon!

[https://amazon.com/
author/cmichellebryant](https://amazon.com/author/cmichellebryant)



Pitch your small business like a Pro

When you're launching a small business, there could be any number of reasons you may need to pitch your idea. You may be courting an investor, recruiting talent or even starting to market your product or service. Brevity is often essential, so learn how to concisely pitch your business like a pro with these tips:

Draw out the essentials. Reduce your pitch to a few digestible bites. Make sure you have an intro that is brief enough to get someone's undivided attention then elaborate on your points, such as your top competitive advantages, and provide more detail about your business as a whole.

Come to entertain. Add an entertainment factor to make your pitch engaging and memorable. Of course, you need substance to go along with style, but keeping your audience focused and doing something to stand out is essential.

Anticipate questions. Prepare yourself to reassure concerned investors and flesh out subjects you may have kept brief for your presentation. Make sure to practice your answers so you sound confident. Grabbing attention is important, but you need to be able to back up your spiel.

Know your audience. This is the cardinal rule of communication. Make sure you do your homework and know who you are addressing. This shows you value your listener's time and feedback. Furthermore, insight about his or her philosophy in doing business can be extremely valuable during a pitch.

Practice until it hurts. Take the time to practice your entire pitch, including answers to likely questions, until you know it inside and out. The more comfortable you are, the more likely you are to win someone over in a meeting.

Have the materials to back it up. A written document is your chance to leave a lasting impression and elaborate on your major selling points. It's also a chance to show your professionalism, so be sure to proofread carefully and package the information for a polished presentation.

Find more resources to help get your small business off the ground at theupsstore.com/smallbiz.