

7 Ways To Start A Business Whilst In A Job - Startups and Small Business Development

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Startups and Small Business Development

Now, you could well be thinking 'HUH, Start A Business?

Are you kidding me? I have nooo time for this stuff I am too damn busy!

Ok, well perhaps, BUT, you may be surprised to find that in this day and age - there may just be a business model which can be set up quite easily.

In fact, it's what I did and many of my clients have done.

I love to support you and your life and business choices, and I was keen to share some of the areas which I have built and helped others build, so I hope it can be of some use to you.

Some of these are way easier to set up than others and I will go into this shortly.

Today the possibilities are endless, but that's also the reason why so many people STILL FAIL; because they tend to try IT ALL.

MOST PEOPLE HAVE A GO and don't really execute ANY ONE in the right way. Do you know anyone like this?

I do, in fact 1 in every 5 of my clients have been there - and it is getting more and more common simply because there are more and more choices now.

Why have so many been there?

It's a bit like being a kid in a sweet shop. The kid sees all the colors, types and shapes and gets excited by it all.

If you were to ask the kid, 'what do you fancy?' They many go 'Ummmm I dunno, there's so much choice, can I have it all?'

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But, this never worked for me!

Starting a Business requires someone who knows what they want and why. And it requires a person who treats this in the same way that one would care about other areas of life. We don't have many wives unless we are Sheik Arabs. Are you one? In which case you probably don't need to read an article about starting small businesses.

By the way - I am not saying that we cannot run more than one business, we can, but we have to be able to focus on one first in order to give it 110% of our effort, energy and time.

With that said, starting any Business takes a lot of determination, drive and discipline, so never think that some businesses are easy to run and build, just because they can be started little by little from home or online.

By the way; I wrote that book - in case you have an idea and wish to express it in someway. It helps you to determine whether or not to follow through with idea. And it has already helped many of those who have formed ideas into things, and helped those who were able to let go of an idea and move onto another in order not to waste time, energy or resources. Maybe it can help you also?

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OK, now that's out of the way let's have some fun and let's look at 7 ways to start a business as I have included:

Having been in business for over 15 years now and having seen it all, I can say that without question that - running a successful business takes dedication and a strong will to keep moving forward, and what has helped me for sure is an unwavering belief in what I do. Not to mention some start up capital to begin with. So this isn't some QUICK BUCK BULL!

So are you ready?:

- **Build a drop shipping empire — Source a pre-existing product from a supplier and have them take care of everything else, including packaging and fulfillment. There are many drop shipping scams out there, so be warned that you need to seek the right advice and the right suppliers. Drop shipping means that you sell the item and take a % of the sale - but you never need to store anything as it is sent from the supplier. This is different from wholesale whereby you store the goods which you buy in bulk. And you sell for a marked up price.**
- **Start a clothing line — If you own a Shopify store, you can set up your own clothing line using plugins like Printify, Printful, and Merchify that automatically link your store to apparel printers. You may also start a vintage clothing store for example. You can build a great business selling t-shirts and other apparel, and corner the market with a trend or design which captures the current youth culture needs or sub-culture.**

- **Sell your books or art online** — Whether you're a painter, photographer, or musician, there are plenty of ways for you to turn your latest set of masterpieces into a revenue stream with a beautifully designed ecommerce website if you need one. Publish your own book/s. It doesn't matter whether it's a children's book, a guide or a novel you can do it just as I have. It's very easy to self-publish your work. I sell my ebooks and I paint in my down time, so I sell my artwork also. But you can also teach 'how to use' musical instruments and package lessons online so you can share your creative nature in various forms. Perhaps a membership site with various price points.
- **Become a freelance writer, designer, or developer** — Put your talents to good use by helping people across the world with their personal or professional projects, lives, health or whatever you are great at offering for others. (while making some money on the side, of course). If you are a great writer, you can also edit books, ghost write, design book covers, or develop new writing projects. OR become a consultant or coach from home. In the same way as freelancing you don't need much to set up this type of business. You need internet access, a laptop or tablet, a good microphone, and whatever online software is required for each role. For example, I use WordPress which is this blog, ebooks, a podcast, courses and something called acuity to schedule calls of potential clients coming through my sales funnel. I can use a variety of tools and products to support my work at home. If you are a writer [HERE ARE 20 ONLINE TOOLS YOU MAY NEED.](#)
- **Teach an online course** — All you need to do is put together a few trainings, and video walkthrough explaining a subject that you're familiar with and then host it on your own personal website. [I have a course here which is just £29.70 and it is packed full of value](#), so I recommend packing it out with as much as you can. I use thinkific, but you can get yourself on udemy which is a great place to sell course and make an extra income. I mentioned before teaching music and you can teach anything else through zoom, or by recording your videos and packaging them to sell them.
- **Flip your thrift store finds** — If you love hitting up thrift stores or charity shops, and hunting down great deals, then opening up an online boutique to sell your secondhand treasures is a natural next step. Sell through eBay, ETSY, a Shopify store, or in a small physical business store or container business.
- **Create a small food van** - You can even buy a used horse cart for a couple of grand to start a business. This is trending now and you can see many people who are already in great roles by starting their own brand here. What type of food or drink could you sell? What do you love? Some people even have mobile DJ and Cocktail vans created. But you know what you

are passionate about here so start researching how you could do something maybe. Get to the festivals and events and see what is going on now so you can see where you may get your slice of the market,

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These are just a few choices of course, and there are many more types of businesses one can start as you may know, but - I have personally helped my clients with setting up all of these models whilst in jobs.

My clients started with an idea, and I helped them to formulate this into a market need and plan together we worked on their business vision - and from there we took the steps needed to build their brand and grow it as they worked in jobs.

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It might be that you have an idea which no-one else is currently doing or have thought of, or you may have an idea to innovate something which is already out there, so - the key is to really look at some of your ideas and passions or whatever it is that you have a desire to explore and express and start to find an area which you could see yourself working in day after day.

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So, there are many more ways to start something, but my suggestion would be to start something once you have fully explored all areas in depth, rather than trying a million things half heartedly.

Find that thing, and do it with all that you have.

So, what's the big idea?

Like this:

STEP 1) Define **what you will do** through deep and thorough exploration

STEP 2) Look at market needs and demands - and see how **you can be the one who provides the ultimate solution through your product or service**

STEP 3) Start a plan and **get the help needed with this** such as coaches, accountants, consultants, investors, teams, a founding partner if required, and so on, once you have committed to the in-depth research in STEP 1 and 2

Now, have you ever heard of the 'Sell me this pen' phrase?

This classic sales interview question has serious implications for your marketing strategy.

Why?

Before you can master marketing your product/services (whether it's pens, coaching, books, affiliate products etc), you need to understand the needs, behaviours and motivation of your target market. This is where looking at your marketing activities through a psychological lens can help.

*If you understand the 'basic elements of psychology' you can better connect with people, influence their behaviour, and start seeing better business results, so when you think about creating something original and unique you can start a business 'ONCE' you have **started right** and once you know why this will likely work.*

Doing so means that you will know more than about 70% of those who start businesses.

And this is what I teach in my 1ON1 Small Business consulting. Most people think that having an idea is all that is needed. But that's not true.

It takes a great deal of hard work and this involves knowing the end user.

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I want you to start the right way - and I want you to mitigate as much risk as you can at the beginning; and this is achieved through a thorough process of applying certain strategies.

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Final words

Business development

Business development can be taken to mean any activity by either a small or large organization, non-profit or for-profit enterprise which serves the purpose of 'developing' the business in some way.

the real business development comes in once we know what we are aiming for and why. From this point, the right tasks and processes can be put in place to develop and implement growth opportunities within the business. This development is the creation of the long-term value for your business from your customers, and relationships. This can mean that any activity undertaken by your business, non-profit or for-profit enterprise which serves the purpose of 'developing' the business in some way all can count. In addition to this, business development activities can also be demonstrated internally or externally by a

[business development consultant](#). This external business development can also be facilitated through Planning Systems, which are put in place by experts and by governments to help small businesses.

In addition to this, reputation building has also proven to help facilitate business development.

So, in my case; I always ensure that my reputation is as good as it can be - as I can create further opportunities for growth.

But, not all businesses succeed unfortunately, and this is due to various areas not being managed correctly, or being unaccounted for - and where an area is not fully explored this may have a detrimental affect on the entire operation. This is why proper planning is required, so I would consider getting some help in the way of an expert if needed - as they can help you with clarity around your numbers, and your plan and [THIS MAY HELP YOU](#) with starting your plan.

[HERE IS WHAT IS INCLUDED IN A BUSINESS PLAN](#) - so you know your vision, mission and have applied your in-depth research. Plus some experts can help you with the mindset area of business as well as the more technical areas.

And anything else which may need to be considered.

If you need some support and guidance with this I offer a FREE 45 minute session where we look at how you might start your very own enterprise from your ideas/passions/skills.

NOTE: Be prepared to be excited, but also to get uncomfortable, as we would need to delve into many areas and core truth's about what will really be required of us both.

"The question you should be asking isn't,

"What do I want?" or "What are my goals?"

but "What would excite me?" - Tim Ferris

Simply contact me @ <http://www.GregDeTisi.com> and I will be more than happy to help!

As always I wish you the very best

Greg

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