

How Do I Start A Small Business Or Start Up?

by GregDeTisi - Tuesday, October 25, 2016

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How Do I Go About Starting A Small Business Or Start Up?

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He look like he needs a bit of help!

After being in the Small business area for over 15 years, I thought it was about time I simplified all of this stuff for those of you who are just starting out.

There is a great deal of information out there now and I am sure that you have read most of it. But, sometimes it can all seem quite overwhelming, don't you think? There is just so much to learn!

And a great deal of choice now when trying to choose a business to start.

It can cripple us even before we have started, and so, I have decided to create this post to help you understand the basics of startups and small business, so you can grasp what this is all means 'before' taking the dive into something totally blind.

Before I go on (which my girlfriend says I do quite a bit!) I wanted to point out that 'not all businesses work out', and there are various factors for this; so it is worth being aware of the fact that risk is always involved and sometimes in much greater ways than others. But certainly, where there is no research conducted and very little exploration and measures to reduce risk, then starting a business can be very risky and this is particularly true in certain climates, and in certain times.

Timing can be critical to getting it right, but is not always relevant, and the economic climate certainly

needs to be considered and how that may impact on something you wish to do. But also there is relevance. If 'what you wish to do' has no demand and as trends do change, one has to be sure of this factor.

Some businesses will thrive in economic downturns while others will crash and burn. In fact; [CLICK HERE TO HAVE A LOOK AT SOME BUSINESSES WHICH COULD BE STARTED IN A RECESSION.](#)

So, I wanted to start by putting that across so you know that before you go on you will need to explore these areas in greater detail.

Next, I wanted to touch on the fact that there are SO MANY TYPES OF BUSINESS one can start today, so of course there are many various factors which come into play. Starting an App business will require very different input than starting a bakery. However, there are certain things to be aware of in all business models and there are certain principles which need to be considered no matter what type of business you feel interested in.

Now, thinking of the question... **How Do I Go About Starting A Small Business Or Start Up? Which is the NO1 question I get every day as I said;** for about 90% of those who think they wish to start a new small business, it can all seem quite daunting and most either never start or start in the wrong area as they think of making money alone rather than becoming a strong market need.

BUT there are surprisingly simple answers to this!

At the end of the day we know that we want buyers right? Of course, so when we conduct the right research and understand the right buyers needs, behaviors, and passions we can then focus our efforts in the right areas without wasting time and resources.

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There are so many ways to start a business, which is why it often feels like it is daunting, but once we can cut through the clutter we can see clearly what we may wish to do and why and then take the right action. And from there we can then see how 'our idea' creates a bridge to 'the customer needs'. Our aim is to delight that customer.

So the first step is in defining what we actually want to do and why.

This can take days, weeks or months because of the fact there are so many options today, and from there we need to look at what this will require in order to understand who the buyer will be.

I will outline here some of the basic things you need to consider first off.

There is ALOT TO LEARN in any business, BUT this can be actioned step by step with the right focus, action and if needed - team.

Now, before we talk about what you may wish to do as a form of business, it may be worth me just touching on a few important things to give you a much better idea of what it all means.

I will start by breaking down some of the common terms of business OK?

Cool, so let's get familiar a moment with some of the business jargon and simple phrases you may find useful, and - so you can get some clarity READY?:

STARTUP = Simply to embark on a venture or undertaking, especially a commercial one.

SMALL BUSINESS = **Small business** is just an independently owned and operated **company** that is limited in size and in revenue depending on the industry. A local bakery that employs 10 people is an example of a **small business**. **Small businesses** are privately owned and have fewer employees and/or less annual revenue than a regular-sized business or corporation. Businesses are defined as "small" in terms of being able to apply for government support and qualify for preferential tax policy varies depending on the country and industry. Small businesses range from 10 employees to 50 employees according to the definition used by the European Union. While small businesses can also be classified according to other methods, such as annual revenues, shipments, sales, assets, or by annual gross or net revenue or net profits, the number of employees is one of the most widely used measures.

BRAND OR BRAND STRATEGY = By definition, **brand strategy** is a long-term plan for the development of a successful **brand** in order to achieve specific goals. A well-defined and executed **brand strategy** affects all aspects of a business and is directly connected to consumer needs, emotions, and competitive environments.

ENTREPRENEUR/SHIP = a person who sets up a business or businesses, taking on financial risks in the hope of profit. This is where risk versus reward comes into play. And the more experienced entrepreneurs will become the more skilled they become in understanding risk and identifying the pro's and con's of starting something early on.

BUSINESS MODEL = Just means the 'type of business' you are wishing to work in. These days there are tons of choices compared to a few years ago when all there were was traditional or bricks and mortar businesses. Now there are hundreds to choose from, with the introduction of the information age. This is often the biggest hurdle - trying to identify which model to work with in order to best sell their goods or services. [CLICK HERE TO SEE B PLANS EXPLANATION](#)

PROFIT MARGIN = The amount by which revenue from sales exceeds costs in a business. So - what you are left with **AFTER** all expenses. **GROSS PROFITS** means total earnings before expenses are taken out. **NET PROFIT** is the **PROFIT MARGIN**.

LOSS = A loss is an excess of expenses over revenues, either for a single business transaction or in reference to the sum of all transactions for an accounting period. The presence of a loss for an accounting period is closely watched by investors and creditors, since it can signal a decline in the creditworthiness

of a business. The concept can also refer to the loss in value of an asset.

BOTTOM LINE = The final total of an account or balance sheet. i.e the rise in turnover failed to add to the company's bottom line"

EXPENSES = The cost incurred in or required for something. For example, the office rooms were equipped but **at great expense**

BUSINESS PLAN = A **business plan** is a formal statement of **business** goals and mission, and the reasons they are attainable, and **plans** for reaching them. It may also contain background information about the organization or team attempting to reach those goals and vision.

BUSINESS RECOVERY PLAN = Business Continuity and Disaster Recovery (BCDR or BC/DR) are closely related practices that describe an organization's preparation for unforeseen risks to continued operations. The trend of combining business continuity and disaster recovery into a single term has resulted from a growing recognition that both business executives and technology executives need to be collaborating closely instead of developing plans in isolation.

CASH FLOW = A cash flow is a real or virtual movement of money: a cash flow in its narrow sense is a payment, especially from one central bank account to another. [Click here To Understand Formula for free cash flow explained here by investopedia](#)

CASH RESERVE = Refers to the money a company or individual keeps on hand to meet short-term and emergency funding needs. Short-term investments that enable customers to quickly gain access to their money, often in exchange for a lower rate of return, can also be called cash reserves.

All business jargon with the letter D = [Click here to see Business Jargon Beginning with 'D' as there are so many](#) **EXIT STRATEGY** = A business exit strategy is an entrepreneur's strategic plan to sell his or her ownership in a company to investors or another company. An exit strategy gives a business owner a way to reduce or liquidate his stake in a business and, if the business is successful, make a substantial profit. **The most common exit strategies and considerations these days for planning purposes:**

1. Merger & Acquisition (M&A). This normally means merging with a similar company, or being bought by a larger company. ...
2. Initial Public Offering (IPO). ...An **initial public offering (IPO)** is the first time that the stock of a private company is offered to the public. **IPOs** are often issued by smaller, younger companies seeking capital to expand, but they can also be done by large privately owned companies looking to become publicly traded.
3. Sell to a friendly individual. ...This speaks for itself.
4. Make it your cash cow. ... a business, investment, or product that provides a steady income or profit.
5. Liquidation and close....Liquidation is the process of bringing a business to an end and distributing its assets to claimants. Once the process is complete, the business is **dissolved**. This is not the same as its debts being discharged, as happens when an individual files for bankruptcy. The debts still exist in theory, at least until the [statute of limitations](#) has expired, but there is no debtor to pay them, so they must be [written off](#) in practice.

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For a more comprehensive list of Business terminology I can recommend that you head here <http://whatis.techtarget.com/glossary/Business-Terms> Or to [CLICK HERE TO SEE A FULL A-Z OF BUSINESS TERMS](#)

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So, there are a few areas to be aware of huh! You don't say! But, the idea is that you have an idea to start with, and as you move forward and know what area/s you may wish to learn more about and get involved with you can increase your education.

Another thing to become aware of once you are defining your core business idea, is YOUR ROLE. This is ultra important because you need to discover what you could do best, with the best use of your time and from your strengths. I will go into that in a moment, but an example might be that you are strongest as a Business growth person, leader, manager or something in that area whilst others have their roles and you all form a team where each person has their core strength and ability. What may be useful if this was the case is you would hire an 'operations manager' who can oversee each area in the daily running of the business. As an operations manager, a person is responsible for managing a team of people, which involves both the engagement and development of these people. **Part of the core operations responsibilities include resourcing or staffing, recruitment and financial processes, such as invoicing. The Operations Manager role is mainly to implement the right processes and practices across the organization and the specific duties of an Operations Manager include formulating strategy, improving performance, procuring material and resources and securing compliance.**

Therefore, they can manage this as you manage something entirely different. Again, you will need to hire the right types for the organisation.

So, How Does That Sound So far?

Still Excited About Starting A Small Business Or Start Up?

There are so many things to consider - but most importantly, you need to know where you 'would or could' be the best fit.

What I mean by that is that you really have to know where you will be able to add most value whilst spending your time and energy in something which you can LOVE every day. But also of course - know 'who and where' your customers are. So, could that also be your role? Perhaps, but the point is you need to know where your worth lies.

To start with - we can use our knowledge and experience as a gauge to where we may be useful, but we may also include a variety of areas such as passions, interests, life experiences, what others say we are good at, what we loved as a kid and so on. So, we can really start to explore this.

The key is in moving forward and taking specific action every day - towards defining this role.

So I can suggest that you get really familiar with whichever areas you most need to learn and to evolve - in order to fully understand YOU, and as you work through this at your own pace, you will need to start defining several things about yourself and what you can bring. Ask yourself:

1. WHAT COULD BE MY BEST WORKING STYLE BASED ON VARIOUS FACTORS AND INTERESTS?
2. WHAT ARE MY CORE TALENTS, STRENGTHS AND SKILLS FROM EXPERIENCE AND WHAT AM I NATURALLY GREAT AT?
3. WHAT BUSINESSES DO I REALLY ADMIRE MOST AND WHY AND WHAT CAN I LEARN FROM THEM?
4. WHAT TYPE OF BUSINESS MODEL WOULD SUIT ME AND WHY AND WHAT COULD I SELL WELL AND WHAT WOULD I LOVE TO SELL?
5. WHAT PROFESSIONAL TYPE OF HELP WOULD I NEED WITH THIS SUCH AS TEAMS, ACCOUNTANTS ETC?
6. WHAT COULD I REALLY SEE MYSELF DOING EVERY DAY VERY WELL AND REALLY ENJOYING REGARDLESS OF ANYTHING ELSE?
7. WHAT COULD BE THE RIGHT TIME AND PLACE FOR THIS AND IS THAT NOW?

It is worth exploring these questions in-depth as much as you need to - and for as long as you need to.

Also bear in mind that - you will need to source the right tools and resources - and preferably have some experience with these. Also seek out those who you know and trust and who could help you in the beginning stages and to look at the numbers, once you have explored what we have talked about, and looked at what may suit you of course.

You will also need to look at the kinds of investment which may be required.

HOW MUCH WILL YOU NEED?

WHO WILL LEND YOU THE MONEY?

How Do I Start A Small Business Or Start Up?

Here are some resources to help you get familiar with this:

[I WANT TO START A BUSINESS HOW DO I FINANCE IT?](#)

[SME LOANS HERE](#)

[GOV.UK LOANS](#)

[STARTUP LOANS.CO.UK](#)

[HOW DO I FUND MY BUSINESS](#)

This will give you some ideas about who to borrow from SHOULD you need to of course.

Also check out:

[GO FUND ME CROWD FUNDING](#)

[JUST GIVING CHARITY FUNDING](#)

[KICK STARTER LOANS](#)

It is better (I believe) to work with someone in person when starting any business, so you have someone who is hopefully experienced and perhaps a seasoned business expert. So, this means that rather than you trying to navigate your way through all this in the dark you could start with another whereby you both can bring something to the table and contribute to evolving this quicker.

If you need an accountant then consider talking with an expert - and also to look locally, so that you can pay them visits to keep in touch with what is going on with your business and the numbers. You want to be able to connect and communicate so you both understand each other and so you are up-to-date with what is going on every day.

As you move forward with your idea you will start to see which types of experts you will need. And it might be that just you and your partner is enough, but in some cases it might require as many as 50 others all working with you and/or for you.

For example; you may not need a full team right off, and you may need to 'bootstrap' and try to keep costs low for a while, but as I said, a partner or co-founder may be important at the beginning - depending on what you choose to do.

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What about the 'type' of business model you may see yourself running?

It will pay you to look at the questions I shared fully earlier and to take your time over a certain period of time, as really understanding each of these areas is so vitally important to starting right.

There needs to be a healthy thriving need or demand for something, so this needs to be investigated also. And this may also mean that 'either' there is a gap, or there is a complaint or where something may need to be improved upon, innovated or invented.

You have to really be able to stand out from others in what you choose also, as too much of the same thing is dull and could become saturated. So, get out in your community if you need to, and chat to people. Have fun with all of this for a few weeks, and try to start crafting and shaping a vision from these ideas.

Here is where most people get stuck as they see a million ways to get INTO business but, often don't know for sure which area to begin in.

So many will hold back on a decision or not bother starting in the first place. 'OR' they will just start something quickly and without thinking it through enough, and thus they end up doing something they don't really enjoy, and which ends up becoming tougher than the job they were in as they work more than in the old job but have zero passion.

From there - they many start to lose interest ALL because they didn't start right or with any consideration.

So, it is in fact more common these days that many people will want to start a business from fear, as they look at the unstable work environment and economy as more risky than a business, so they wish to do something for themselves and their families. They see that with uncertain jobs, cut backs, robots taking over humans and so on which are all becoming a reality they have to do something different. So, it becomes a very real prospect to start something for many.

But of course - behind this is the fact that **many do not do their homework**. But - as you know, IT REALLY PAYS to do your homework first as you move.

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Now you HAVE A BEGINNING of an idea what is necessary you may want to look at things such as...

HEALTHY THRIVING BUOYANT MARKETS

A STRONG NEED FOR SOMETHING BETTER

SOMETHING THAT COMBINES YOUR CORE IDEA OR PASSION WITH THAT NEED

A SMART WAY TO DIFFERENTIATE FROM YOUR COMPETITION

AN IDEA OF COSTS AND LENDING REQUIREMENTS FROM EXPERTS

FORMULATING A PLAN OF BECOMING THE 'GO TO' PERSON IN THAT MARKET

HOW YOU MAY MARKET THIS AND WHO YOU WILL NEED TO GET HELP FROM

WHAT YOUR BRAND WILL LOOK LIKE AND FEEL LIKE AND HOW IT WILL STAND OUT

YOUR FOUNDING VISION, ETHICS, MISSION AND CORE MESSAGE AND FROM THERE STANDARDS AND QUALITY

A TYPE OF BUSINESS LOAN OR ANOTHER WAY TO FINANCE THIS

TIP: I would personally never try and go it alone. It will kill you! Well, maybe that's a bit dramatic, but it will hurt a lot. I know this from experience. I have learned to always outsource my weaker areas and I have gotten help - particularly with things that do not interest me and that I am weak in. And this is so important so that you 'don't waste time, energy or money'.

What is needed is:

DAILY SPECIFIC ACTION = NOT BEING BUSY BUT BEING EFFECTIVE AND PRODUCTIVE

AN ABILITY TO FOCUS = THIS IS ON CERTAIN TASKS OF IMPORTANCE AND PRIORITY

GOOD COMMUNICATION = WITH YOURSELF YOUR TEAM AND YOUR CUSTOMERS

DEFINED ROLE = KNOWING YOUR CORE ROLE AND MANAGING OTHERS IN THEIRS THROUGH OPEN, CARING, ACTIVE LISTENING

HIRING THE RIGHT TYPES = REMEMBER WE ALL HAVE OUR CORE STRENGTHS SO TRY NOT TO WEAR ALL HATS FIND PASSIONATE TYPES

I am in the position where I just coach and consult now, and where I also have created multiple streams of income on autopilot which allows me to have more time freedom - and this was always the goal. I knew my role, and I knew what I needed to hire others for. No matter what type of Small business you are entering into you REALLY need to look at becoming the best in your niche and maximizing leverage of what you offer, so how you can also maximize revenue from various sources. The quicker you can grow the better.

You will also need to stay buoyant in your market, where diversification is sometimes required. You may need to pivot, change models, change products and shift your strategy in some way, but the point is that this is accounted for, as the world moves and changes so it is crucial and common to be prepared and looking ahead of the curve.

How Do I Start A Small Business Or Start Up?

So, you still want to look at How To Start a small business? Or did it just make you more overwhelmed?

This is why many will become stuck particularly with the mindset part! Some people don't actually believe that they are good enough to earn what they want - or to create success in the area they wish for as they have never done it - so it can be a tough mental battle to overcome.

No matter WHAT THEY KNOW, or WHO THEY KNOW, they may still suffer from a sense of limitation or fear. This is OK and natural though, as it is uncharted territory, so this brings with it a sense of DOOM, and this is not the main issue. The main issue is with working through it.

But, something I always help my clients to understand is the fact that; **we are not limited**, nor are our abilities only based on our past thinking or experiences, we can achieve more, when we push harder. We can grow great businesses and we can surpass our own expectations if we can keep moving when the going get's tough and even when our minds are in doubt.

That's why there are Business coaches like me who can help with this crucially important part of being an entrepreneur.

But a word of warning: Those who think that it is all too much are defeated before they have even attempted putting their toe in the water. So again mindset is crucial to movement and we must be able to silence the critics within and without when we are determined to remain focused and driven.

The great news is that a solid business consultant coach can help you with all of this if you feel you need it.

A great Small business coach will keep you accountable and motivate you through the good and bad times to focus on reaching your goals.

I know all about this, as I once hired a coach who helped my business go from \$20k in debt to turning an average of \$10k per month, so I was in need of guidance, support, empowerment and expertise. My business steadily increased in growth and as I grew also I scaled up my efforts. So, this is where help is necessary I believe and where more small businesses succeed as they get the right help.

Starting A Small Business Or Start Up is tough - but it can be made easier when starting right.

Obviously though, taking into consideration the various factors we have spoke of, 'including' the exploration part is so vital because without it, we fall into the realms of struggling to get by in something we hate.

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So, why do I love helping with this creative process? This is where my passions lie. And they are in the development of passions and ideas, and I love that that initial spark of creativity which I can work with. Like a bud, I love to see a business grow and bloom into a beautiful flower. That flower will get rained on, p@@@ed on, trampled on and so on, but it will survive and grow if the right nutrients have gone into this consistently.

You may currently be in a situation where you are in a career, or business or you may be a student or a person who is in a job they hate, well, it's time then to start looking at your options; but this doesn't mean quitting anything just yet. Keep the in come coming in as you explore this idea.

One day, you may be able to make your dream a reality and that would make me really happy and proud to learn of.

If right now you are struggling with that INITIAL PART which is the starting block then I suggest you get that professional help.

Personally - what I like to do is to craft a solid plan, so that myself and my client can develop this dream into a purpose driven role which is workable and most importantly sustainable and creating profits.

Tell me, are you still confused about the question - How Do I Go About Starting A Small Business Or Start Up?

It doesn't matter HOW you will do this yet, or even which area you most need help with right now, what matters now is that you just get some ideas down. So grab a pen and paper and start being open and unlimited in your approach.

So, don't limit yourself based on ANYTHING, like what we have talked about, but be open enough that you consider all things. You may find that you have a penchant for something entirely different to anything you have ever tried, considered or have any experience or knowledge about. it might ne that

you are in a totally new area, blind and exposed like a new born like a mole. In fact - some moles are blind forever, like the star-nosed mole which can detect, catch and eat food faster than the human eye can follow; under 300 milliseconds, so they never see, but they use their senses exceptionally well.

Anyway, I digress, we are not moles, but on that note we can use all of our senses more than we may think.

I will for sure use my gut instinct when really needed, and listen actively to others ideas, but also be open enough to sniff out ideas and opportunities.

The point is - don't negate anything you have. Bring it all to the show.

It is key to have fun and to see where your heart takes you, but also take your brain and gut.

So, I have dedicated my time and life to ensuring that I can help in this VITAL area of life and business, as this is where the most life altering decisions are made. And It's what I enjoy most! But you want to find what you enjoy most - of course.

Tell me, how much of this are you already familiar with?

What have you already tried?

How did that work out for you?

Are you struggling to grow a new idea or small business now? Maybe you already have a small business but it is not performing the way you wish it could? I know that, when I got the right kind of help I started seeing the kind of growth that I had always dreamed of, but never had before. And as soon as I realized the power of sharing the load, my Small business really started to grow and evolve.

The trouble is that most people have never had any business training, so they learn the tough way and through experience some make it, whilst others get destroyed.

How Do I Start A Small Business Or Start Up?

Unless we have had business training at college or university in these areas, we never really know how to start a small business. But luckily there are amazing consultants who are trained to help, and they thrive on helping others succeed as they have the experience, expertise and passion.

As a Small Business coach myself and author of 26 books on mindset and business, I have a podcast, courses, this blog, a website, and coaching sessions and programs.

I eat sleep and breathe growth and love the small business world, so ensure you find someone as passionate as me, and you will be in good hands.

Ensure that YOUR business is at their heart as much as yours.

- 1. Create a solid plan for getting you where you wish to be from discovering your core areas**
- 2. Design a strategic objective for tools, resources and teams, so you know what to work on every day**
- 3. Ensure that you are in the right role for you based on what we talked about to avoid losing the energy to see it through.**
- 4. Get you the right funding (if needed) and support to know your daily tasks and teams tasks**

If you need help with this then let me know of course as I can support you with this process.

I have already helped many micro small businesses and start ups not only in the UK or from Bristol and Bath but from all over the world and I specialize in creating results as quickly as I can therefore I am a consultant and a Coach.

Final tips about Starting A Small Business Or Start Up

My advice would be - Focus on your dreams even if 'up to now' there may have been challenges and set backs. And even if you cannot believe it, that's not a reason not to try.

This is all part of the process so you must see it through if you are truly passionate.

Next, let me ask you 'where would you like to be in 3 months from now, 6 months from now, 1 year from now and 5-10 years from now.

Can you see it? What does it look like? This is what I want you to be able to see as you evolve your idea and this is what drives you to power forward.

This is how to create that momentum, otherwise it is so easy to get stagnant and quit. So, as long as you have that fiery passion to keep the vision clear and defined you can expand and you can get there.

How Do I Start A Small Business Or Start Up?

What does a great business coach or consultant do exactly?

Business Coaching can help you if you are, a founder, a Managing Director, Business Owner or Senior Executive, to set better goals, reach your goals faster, make better decisions and improve all of your relationships which includes customers. Business Coaching is about the future: in discovering your potential and achieving it. They should love helping clients who are passionate about Starting A Small Business Or Start Up with that initial spark of an idea to evolve into a relevant and significant brand from the very foundation.

They should be passionate about the core of 'your message', vision and ethics so they can sculpt the right approach to getting your business running the right way from the beginning. When hiring a great consultant they will be specializing in a particular area of Small business such as finance, security,

management, law, human resources, marketing, or engineering and they will be offering expert advice to your business on that topic.

NOTE: You can hire an expert to help with your core message - and this is so that you start right and it becomes clear enough to then place the right time and resources into. Getting it right means that your marketing has to back up your core message - otherwise you will have inconsistencies, and any potential client or customer you may have had will go and find another person or business.

So, a great coach or consultant can also help you to ensure that your attention to detail and your intentions are the same and coming from your business values, and that this is being expressed in the correct ways.

This is so that you have a solid foundation with which to work with.

SECOND NOTE: Take it from me - I wasted a great deal of my time and money by TRYING to do all things myself at the beginning, and so I really struggled and got depressed and was pretty broke. I have truly been there, but only when I got the right help did I start seeing the results I desired. (Don't worry, there was only two notes!)

Now I know what this means I am now able to serve others and help them. So this is what done with clients moving forward:

Starting A Small Business Or Start Up or working with an already established business, we will be looking at the products and services and current state of business including, sales and marketing strategies that are in place and evaluating what needs are required in growing sales through the right marketing mix. This is achieved through measuring and monitoring results and looking at various cost factors.

It may mean that certain changes are needed and made - and this means potentially letting go of unnecessary costs, products, services but also that the implementation of one or more areas may be added.

This may also mean tweaking something such as increasing the price of products or services, adding a

new product or service, or looking at standards and quality - as well as looking at the marketing and sales processes. Often times the smallest tweak can greatly improve a business performance and revenue, and other times it may mean hiring a person or investing in different processes, tools and resources or even cutting back in something which is not serving the business.

These are areas which will make an impact on our position in the market, and how we are able to dominate and beat competition by using UVP's and KPI's and in being different in order to gain market share. The key goal is to demonstrate consistent growth through specific application of identifying what we areas need to be discussed.

Here is what I look at when working with a client:

Look at why exactly my client hasn't been getting the results they wished for.

I look at Improving all aspects of how to present my clients brand and deliver it with certainty. Certainty is what separates failing businesses from winning ones

I look at setting up simple spread sheets and CRM tools to manage and measure all numbers, so you can monitor your business and forecasts for the future. This will also include looking at how cash flow works and how to master this area.

I look at creating and setting goals that are in line with increasing revenue with realistic targets and from there increasing as momentum is created.

How Do I Start A Small Business Or Start Up?

I hope you now know a little more about how to go about Starting a small business or start up.

If you are really serious about starting right you should get the right help, as what the world needs now is more passionate Small business owners.

If we have more self sustaining individuals being able to empower themselves to live their lives their way, this builds greater and closer communities, more locally based businesses, independent individuals, and greater interdependence in your town or City.

If you are an action taker who is passionate and energetic and who believes their message then perhaps it's time to start looking at your goals.

As always I wish you the very best

Speak soon

Greg

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