

STARTING A BUSINESS 101

Tips to Help You Succeed



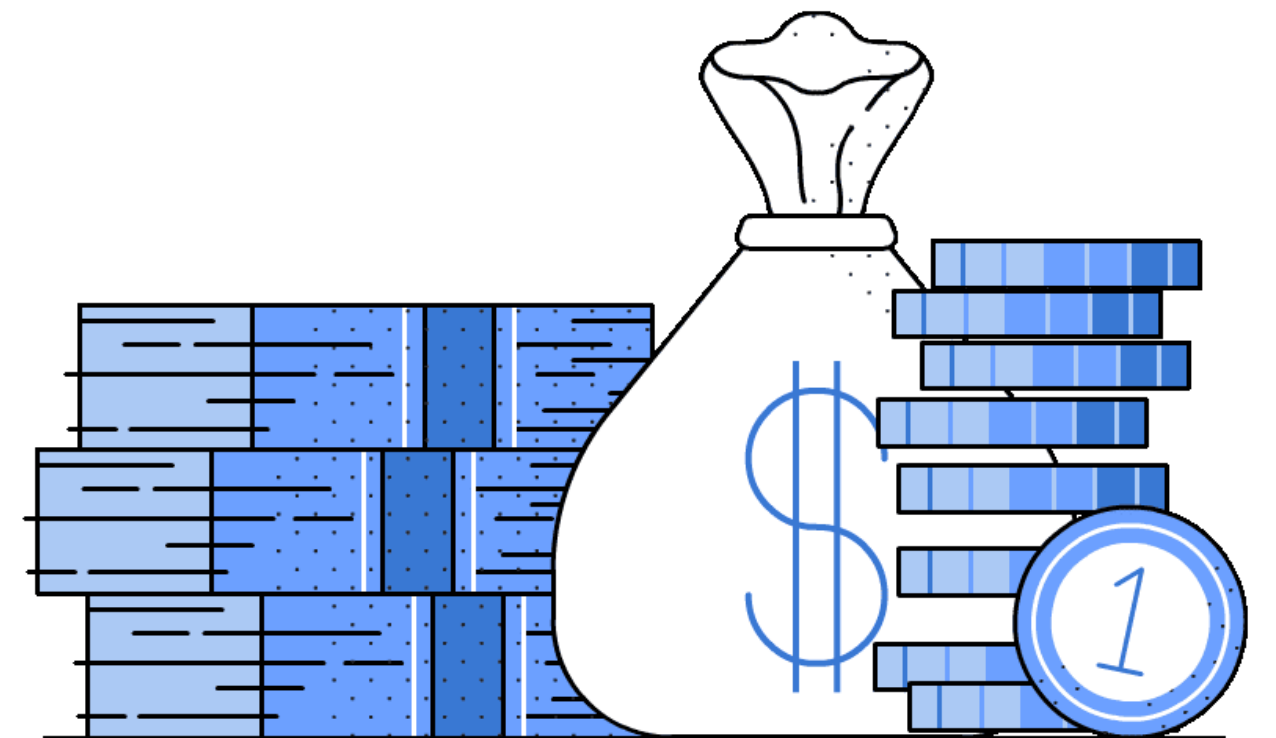


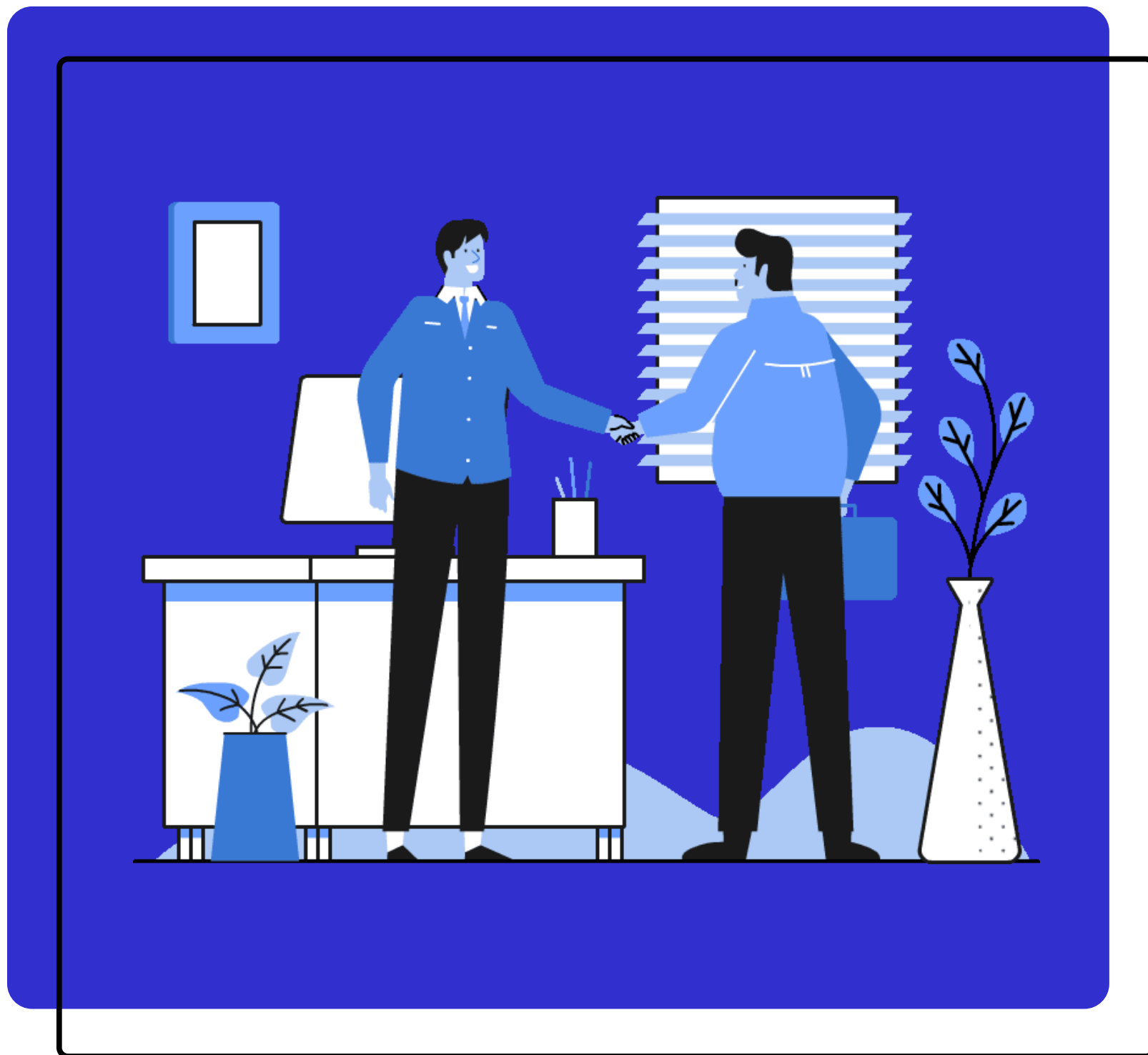
**Do that thing
you love.**

When the going gets tough, your passion
will inspire you to carry on.

Keep a steady cash flow.

Have enough to keep the lights on during the first few months of operations since profits won't come in right away.



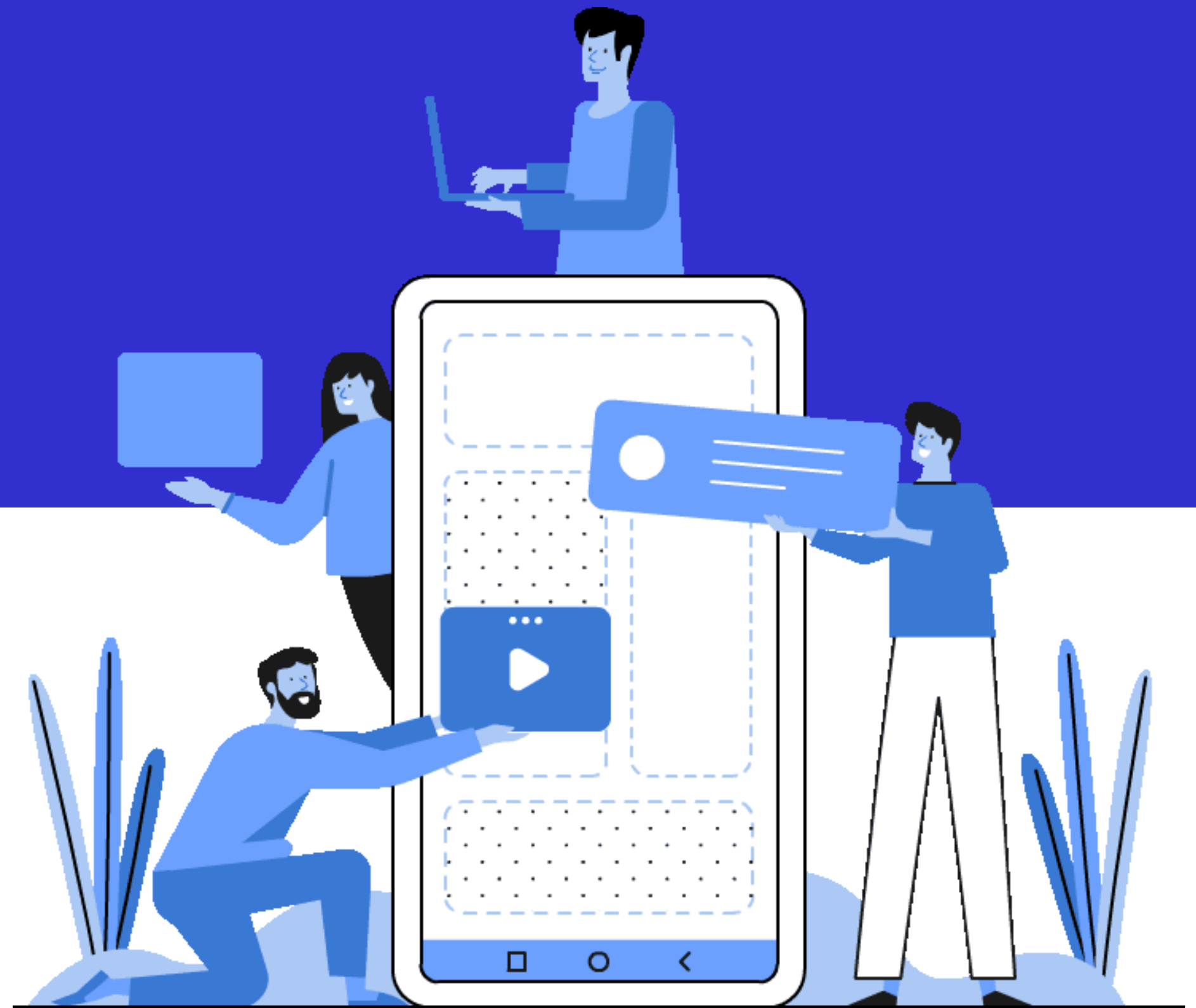


Form your team.

Find a mentor. Seek a consultancy firm. Look for people who are as passionate as you are with what you are pursuing.

Get clients.

Ensure there's a market for what you plan to sell. Research on demand and talk to real prospects to validate your ideas.



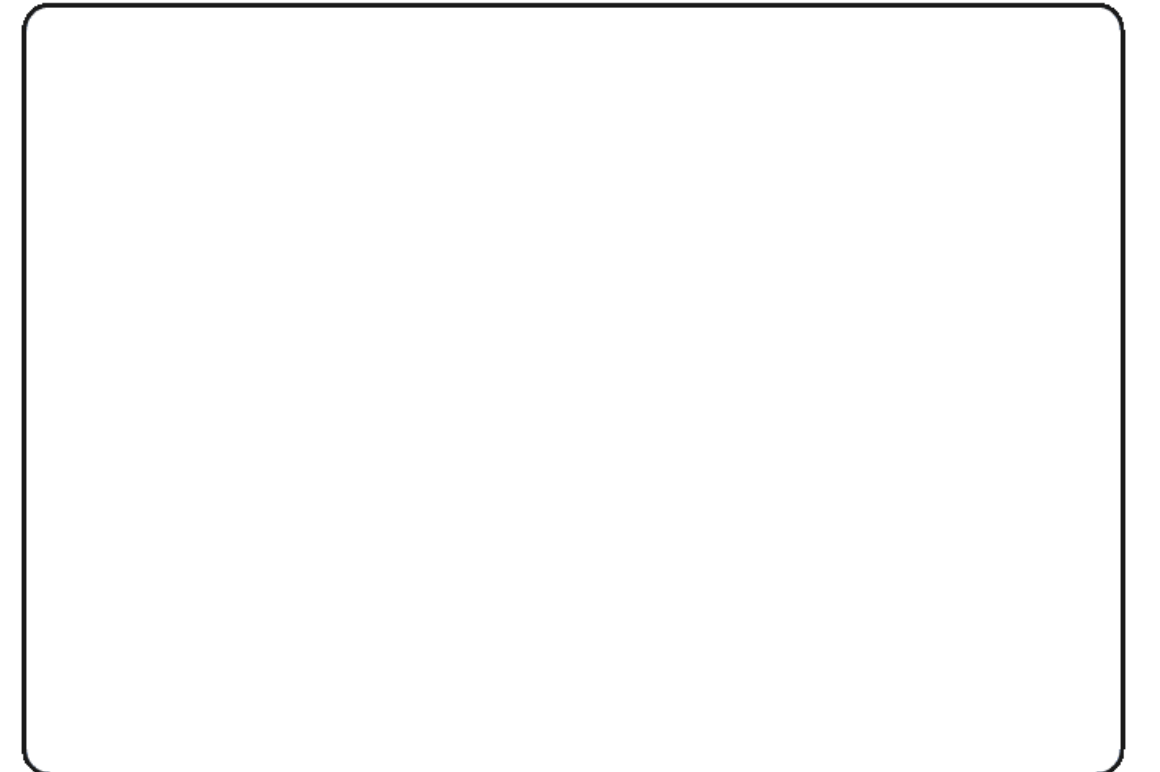


**Create a
business plan.**

Test the feasibility of your business idea and establish the foundation if it's manageable and effective.

Research about the business.

Read books and ask the right people.
Be informed about the business
you're entering, the opportunities
available, and the competition.





Build a cash reserve.

This is capital money you already have. You can approach potential business partners, investors, and lenders.

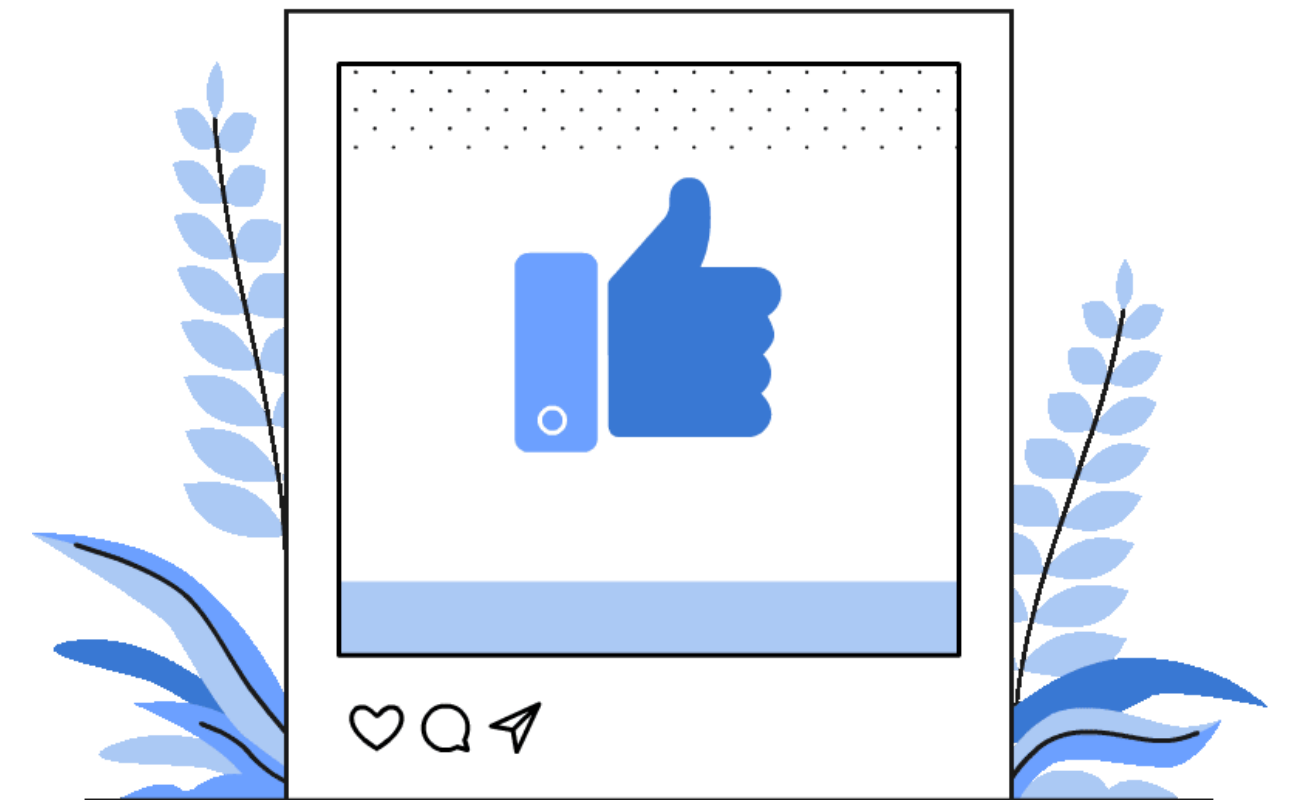
Remind yourself you're doing business.

Business and personal funds should be separate. Track all your business expenses and income.



Get the word out there.

Connect with your market on social media or build a business website. Share announcements and tell your friends and family about it.





Start small before going all out.

Business and personal funds should take controlled, calculated risks. Test new ideas on a small scale, know if it works, and build on what shows potential to make it big for you.

"The reason we struggle with insecurity is because we compare our behind-the-scenes with everyone else's highlight reel."

Stay focused and believe in your purpose.

Good luck!

