

PASSION SELLS

10 HOT TIPS TO START YOUR OWN BUSINESS AND TO KEEP IT GOING

BE PASSIONATE about what you're doing.

It determines how customers respond and helps through the hard times

WRITE IT DOWN

Write down values, aims and goals from the start!

In a partnership it confirms, or not, shared values.

If on your own, this confirms the deeper reasons for having your business

Helps when you wonder why you're doing it

BELIEVE IN YOURSELF

Positive attitude

Self belief –the only barrier

Self motivated

HAVE A PARTNER IF POSSIBLE

Otherwise it can be a lonely old road

Ideally someone with complimentary skills

PROCESSES AND SYSTEMS

Think big from the start, and put good systems in place immediately

Be organised whether notebook or computer

BUSINESS PLAN

Develop a robust but flexible plan

Can't get from Bristol to Blackpool if you haven't got a map

RESEARCH AND RESOURCES

When you think you've found something, research some more

Use all your contacts, the internet, business groups, local networks

MARKETING AND PR

Get noticed, tell the world about you, your products and your successes.

CELEBRATE THE WINS

Take time out to mark each milestone and celebrate each success

ENJOY THE JOURNEY

Important not to get bogged down in the day to day stuff

Revel in the personal and professional growth

