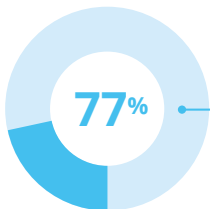


14 TIPS TO STARTING UP YOUR OWN COMPANY



BUSINESS

77% of people use their own money or family assets for business startup funding.

- US Census Bureau

FIND AN IDEA YOU BELIEVE IN.

You will change your business idea dozens of times.



GET STARTED IMMEDIATELY.

Don't waste time on small issues.



SELF FINANCE YOUR BUSINESS.

Other sources of financing are time consuming and difficult to get.



OUTLINE A BUSINESS PLAN.

Consider who you're selling to, what features are key, and pricing.



DON'T OUTGROW REVENUE.

Wait to get help until you have the revenues to pay for it.



START WITH LOW PRICES.

As demand for your services increases, raise your prices.

A good balanced diet can raise productivity levels by 20%.

- US Census Bureau

MENTAL

20%

EXERCISE & EAT HEALTHY.

You'll need to be running on all cylinders.



MINIMIZE DISTRACTIONS.

Sell your television and gaming systems.



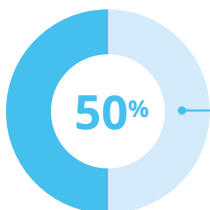
CUSTOMER INFLUENCE.

Allow only your target customers to influence you.



EXPECT TO FAIL.

Work at building your business as if it is a giant scientific experiment.



LEARN

Almost 50% of consumers want businesses to listen to them to improve their products.

- JD Power and Associates

ENGAGE FUTURE CUSTOMERS.

Seek your target customer and sell them on your product/service.



TRAIN YOURSELF.

Whenever you see yourself lacking in a key skill, buy a book on it and study your butt off.



INTERACT WITH ENTREPRENEURS.

Entrepreneurs can encourage and give advice on what you are doing.



STUDY ENTREPRENEURS.

Read their books – Sam Walton's autobiography, Richard Branson's autobiography.