

Playing By Small Business Rules

Small business is completely different from corporate. These 5 paradigm shifts are important for any entrepreneur coming from corporate:

TIP: Small business is fast!

A penny saved is worth more than a penny earned. Saving is everything.

Be humble and have humility, as there is no brand name to support you and you will literally have to do everything for your business. Plus, you won't make the money that corporate would pay, and to be happy

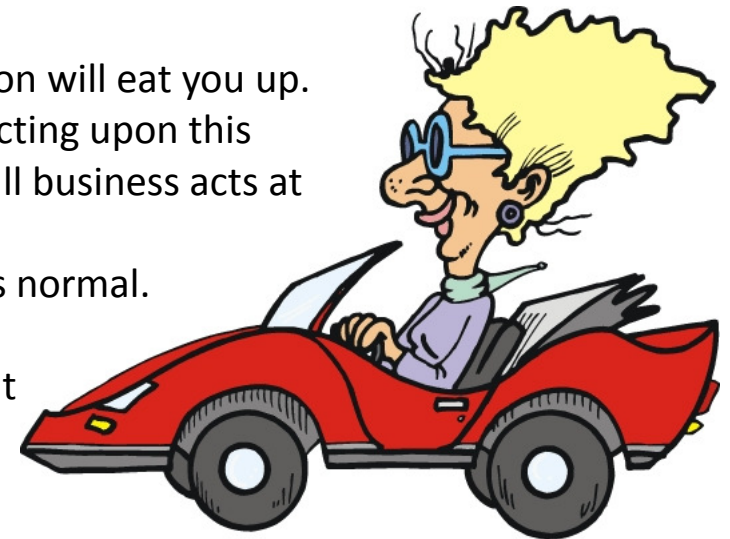
starting a business this must be accepted.

Things move quickly. If you don't move quickly, then the competition will eat you up. Part of this is how much market research you have to do prior to acting upon this research. Corporate waits until things are 70 to 90% certain. A small business acts at about 50% probability.

There is no such thing as 9 to 5. Working weekends and evenings is normal. You can't be everything to everyone, you simply don't have the resources. This means that niche marketing is even more important to make your marketing budget count.

Business Solver Modules:

- ❖ What's The Right Business Model?
- ❖ What Should I Spend Money On?
- ❖ Picking a Target Market



Business solutions at your fingertips

Starting a small business isn't easy but with business solutions right at your fingertips, you don't have to worry about missing any steps.

