



Small Business Ideas

Tips for start-up success

(NC)—Starting your own business can often be a struggle, particularly for entrepreneurs with great ideas but no formal business training to help them turn their dream into a successful venture. To help small business owners stay focused, Grand & Toy and small business expert Rory Sheehan offer the following tips:

1. Manage time and resources:

Being a good manager means knowing how to prioritize your time to ensure the majority of it is spent on revenue generating or clientele-building tasks. Leave the administrative responsibilities for slow periods or delegate them to a staff member.

2. Networking is key:

Often times, networking with other entrepreneurs can lead to strategic business relationships that can generate new ideas or potential business. Other business owners don't have to be competitors; they can often be your best friend.

3. Remember you're always on duty:

Calling it quits for the day doesn't mean you're off the job. If you're spending a night out with friends, don't miss an opportunity to sell your product or service to a mutual acquaintance if the opportunity arises. It could lead to a sale, a referral or at the very least word-of-mouth advertising.

4. No room for self-doubt:

Starting a business is an ambitious risk and many entrepreneurs who are just starting out will often be faced with self-doubt about their decision. To avoid being consumed by negativity, remind yourself daily of the benefits of self-employment such as: answering only to yourself, choosing your own schedule and reaping all the profits of your hard work.

5. Don't wear too many hats:

Small business owners juggle many roles from payroll administrator to tech support – roles they may not be completely confident in. By outsourcing specific tasks to outside professionals, you can prevent yourself from wearing thin while ensuring the job is done right. For example, a small business owner who isn't tech savvy can enlist the help of Grand & Toy's Website Design and Hosting Services, an affordable way to create a customized website for your small business.

More information about small business products and services is available online at www.grandandtoy.com.