

# How To: Survive Your First Year In Business

## Write a business plan

- ☐ Set a company description and details of your products / services
- ☐ Define your target audience
- ☐ Set clear goals and objectives
- ☐ Conduct a basic competitor analysis

## Manage your expenses

- ☐ Set payment terms
- ☐ Find a healthy source of business finance
- ☐ Maintain a contingency fund

## Keep costs low

- ☐ Make a list of things you can cut back on or don't need right now to mark where you could be making savings
- ☐ Think about where you could automate processes to save time
- ☐ Use comparison sites to make sure your business gets the best value

## Create a brand

- ☐ Create a brand logo
- ☐ Set the tone of messaging, both offline and on, for your business

## Do a few things really well

- ☐ Create a specialisation for your business
- ☐ Consider the competition and make sure that your offering is unique

## Surround yourself with the right people

- ☐ Structure your employee training plan
- ☐ Build a support network with other business owners in your area, and set up a monthly networking meeting