75 Startup Secrets

Many people who have always wanted to start their own business never do, simply because they're overwhelmed by the process and unsure of what specifically is involved. With a to-do list that includes everything from writing a business plan to coming up with a name to hiring employees, startup can seem daunting.



A solid plan can help you start off strong and stay that way.

- [ ] 1-Before putting pen to paper, research resources and tools that can help.
- [ ] 2- Back up your concepts with numbers.
- [ ] 3- Be realistic when making projections.
- [ ] 4- At minimum, include monthly cash-flow projections for the first year.
- [ ] 5- Pay special attention to marketing.
- [ ] 6- Don't assume.
- [ ] 7- Find the perfect match.
- [ ] 8- Identify different segments.
- [ ] 9- Use free market-research tools.
- [ ] 10- Service, service, service.
- [ ] 11- Think marketing.
- [ ] 12- Scan the competition.
- [ ] 13- Get brainstorming.
- [ ] 14- Check for negative connotations.

- [ ] 15- Check for trademarks.
- [ ] 16- Consider your appetite for liability.
- [ ] 17- Consider access to capital.
- [ ] 18- Think about your tolerance for paperwork.
- [ ] 19- Know the tax implications.
- [ ] 20-Think ahead.
- [ ] 21- Account for it.
- [ ] 22- Bundle up.
- [ ] 23-Narrow them down.
- [ ] 24-Build a relationship.
- [ ] 25-Consider self-financing.
- [ ] 26-Try stakeholder financing.
- [ ] 27- Look to friends and family.
- [ ] 28- Look to suppliers.
- [ ] 29- Include your landlord in your financing plans.
- [ ] 30-Wait until you have some operating history before you approach banks.
- [ ] 31- Know your market.
- [ ] 32-Gather some data.
- [ ] 33-Think like the competition.
- [ ] 34- Take to the streets.
- [ ] 35-Ask questions.
- [ ] 36-Start with a network.
- [ ] 37-Get dedicated internet access.
- [ ] 38-Get anti-virus protection.
- [ ] 39- Back it up.
- [ ] 40-Don't buy your computers piecemeal.
- [ ] 41-Buy printers that meet your needs.
- [ ] 42-Know when to get outside help.
- [ ] 43-Plan for the future.
- [ ] 44-Ask an expert.
- [ ] 45-Think about the kinds of risks you'll be exposed to, such as property loss.
- [ ] 46-Carefully consider your liability.
- [ ] 47-Shop around.

- [ ] 48-Don't become complacent, even if you have insurance.
- [ ] 49-Stay alert for new threats or possibilities you may not have considered.
- [ ] 50-Do the paperwork.
- [ ] 51-Know what you're looking for.
- [ ] 52-Deepen your talent pool.
- [ ] 53-Know how to interview people.
- [ ] 54-Orient and motivate.
- [ ] 55-Give them a reason to believe.
- [ ] 56-Articulate the message.
- [ ] 57-Choose the message before the medium.
- [ ] 58-Testing, testing.
- [ ] 59-Plan for the long term.
- [ ] 60-Know yourself.
- [ ] 61-Celebrate the "nos."
- [ ] 62-Find out why.
- [ ] 63-Plan for cycles.
- [ ] 64-Educate the customer.
- [ ] 65-Educate the customer.
- [ ] 66-Do a cash-flow projection.
- [ ] 67-Open a checking account for your business.
- [ ] 68-Seek professional assistance.
- [ ] 69-Start a relationship with a bank, even if you don't yet need or want a loan.
- [ ] 70-If you plan to sell your business someday, take extra care to keep good records.

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