



The Basics of Starting a Business



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The Basics of Starting a Business

Let's start at the very beginning! It is important to ask yourself some very serious questions about what you are about to build and the company you intend to start. Sooner or later, you will develop an expertise at something. Here's where you start to use that expertise to forge your own destiny.

Congratulations on taking such a big step to becoming your own boss. Just the thought of starting a business can be overwhelming and I'm here to help as much as I can through general knowledge, through my books and through my experience and expertise. Let's start at the very beginning. So right away, you can decide if this short program is for you. It may or may not be. But don't worry, there's lots more programs, courses and workshops to come that may fall in line with where you are in your business presently. I will advise, nonetheless, that you go through this content as perhaps you didn't take the necessary steps before.

Sign up for our email list and the Biz Planning Worksheet will be waiting for you in your email!

Do NOT opt in unless you want some serious entrepreneurship goodness.

You've heard it before:- Ideas are a dime a dozen. The truth now is though, that some ideas are really good, and others, not so much. I certainly don't believe that every idea means a new company should be started. Running a business is not easy and unfortunately, not everyone can run a good business. It should also be noted that most ideas are not new. That's why thorough research is critical for anyone starting or thinking of starting a business. Important to note too, is that research is ongoing once you embark on your Entrepreneurial journey. Entrepreneurship isn't for people who quit easily at the first sign of downfall; but it is for those people who are determined to succeed; those who understand that failure is not final, nor is it a setback, but rather, failure is just a curve on the path of their journey; a bend in the road and a sign to turn around and proceed with caution.

Running a successful business requires some vision, tenacity, determination, decisiveness, patience and well-drawn up contracts.

But here's a start to analyzing your business idea so that you can immediately start setting yourself up for success:



WHO needs what you have to offer?

WHO will be the users of your products and/or services? (Understand your community, your target market, your target customers and ideal customer.)

WHERE will you sell?

WHERE are your ideal customers located? (Online and/or physical locations must be considered)



There are tons of more questions that we can ask. For example, where are you going to get the money to start this business? We will get to that in due time.

Of course, if you need some help, that's what I'm here for. Come on, you didn't think I'd leave you hanging, did you?

But, if you can't answer these basic questions, then your side hustle or even working your main hustle is going to be very short-lived.

Question: What other questions do you think are important to ask when you're starting out?

