



Top 10 Tips for Business Start-Up Success

1. Do what you know - experience counts
2. Plan it, plan it, and then plan it again.
3. Get professional advice from as many people as you can - and listen to it all
4. Do your research - do you have a market? Do you know who your competitors are? Don't fudge, it could bankrupt you.
5. You'll need a unique selling point (USP) to give you an edge over your competition - find one somewhere in your offer to use in your marketing
6. Involve your family - you'll need their support
7. Be realistic - building a business will take longer and be harder than you think
8. Hit the ground running - start your marketing before you're open for business and, if you can, have some clients/orders in place before your first day of trading
9. If you have a "day" job, don't give it up until your new business is ready to go
10. If you can, fund your new business from your own resources - debt is expensive

