

How to Run a Successful Business from the Ground Up

Top 10 List

1. Do a SWOT analysis – even if your business is already established.
2. Create a plan or strategy. And actually use it!
3. Realize that your goals will probably take much longer to achieve in reality than on paper.
4. Hold down your costs as much as possible. Funding is very hard to come by, especially for start-ups.
5. Competition – always watch what they are doing and where your industry is headed.
6. Try to become the “expert” or “go to person”.
7. Have a strong internet presence for your business.
8. Realize that entrepreneurship or business ownership is not for everyone.
9. DO NOT try to be everything to everyone. It’s impossible and will cost you in the long run.
10. Really understand your target market. Get to know as much about them as possible.