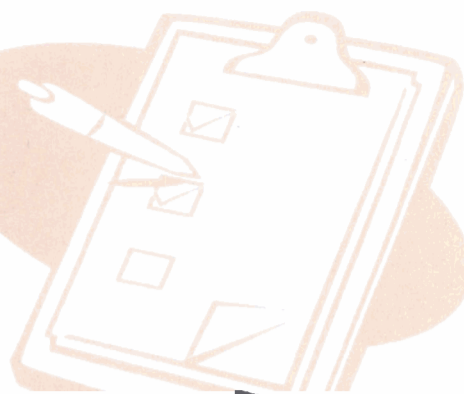


# 10 Tips For Starting A Successful Business!



1. **OFFER WHAT PEOPLE WANT TO BUY NOT JUST WHAT YOU WANT TO SELL** - Too often, people jump into a business built around a product or service they think will be successful, rather than one that is already proven to have a market.
2. **GET CASH FLOWING ASAP** - Cash flow is the lifeblood of business and is absolutely essential to feed bottom-line profits. So you need to find ways to jump start cash flow immediately.
3. **ALWAYS FIND NEW WAYS TO KEEP COSTS LOW** - All the cash flow in the world is worthless if it is not positive cash flow, which means you have to bring in more cash than you pay out.
4. **WHEN PLANNING, ALWAYS OVERESTIMATE EXPENSES AND UNDERESTIMATE REVENUES** - For most startup businesses expenses are at least 30 percent more than initially planned or anticipated and revenues are at least that much less.
5. **FOCUS ON SALES AND MARKETING MANICALLY** - In business, nothing happens until a sale is made. From the jump, you'll need to find a good way to get leads, convert leads into sales, and make sure that you keep getting repeat sales from your customers.
6. **FIND WAYS TO EXPONENTIALLY INCREASE PROFITS** - It's as simple as getting more leads, converting more leads into customers, increasing the number of times those customers buy from you, increasing the average price point of your sales and increasing your profit margins. Do any one of those, while also keeping costs down, you will see more profits.
7. **TEST AND MEASURE EVERYTHING** - You cannot change what you do not measure and you cannot tell if a program or strategy is working if you are not faithfully testing, measuring and tracking your results.
8. **ACCEPT THAT LEARNING MORE EQUALS EARNING MORE** - If you have never run a million dollar business, you do not know how to run one. It is as simple as that but you can learn to run one.
9. **DON'T DISCOUNT, ADD VALUE** - Whenever you discount, you are taking money directly out of your pocket and directly from your bottom-line profit. Instead create added value propositions all the way up and down your product or service line.
10. **GET A COACH** - Even if you do not get a business coach at first to help you and guide you in your planning and operation, get someone who is objective and outside of your business you can rely on for nitty gritty business advice and to hold you accountable to getting results.

Source: *entrepreneur.com*