

Starting a Business from 0 in the Digital Era

Jason Allan Scott



JASON ALLAN SCOTT

STARTING A BUSINESS FROM 0 IN THE DIGITAL ERA

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The advertisement features a black header with the CMO Inspired Conference logo on the left, which consists of a green speech bubble containing the letters 'CMO' in white, followed by the text 'INSPIRED CONFERENCE' in white. Below this, the date and location are listed: '25 OCTOBER | DE VERE BEAUMONT ESTATE | OLD WINDSOR UK'. The main body of the ad is a collage of images: the top half shows a large, white, multi-story building with many windows, surrounded by green trees and a garden with a fountain; the bottom half is a horizontal strip of four smaller images showing conference activities: a panel discussion with four people on a stage, a woman speaking into a microphone, a woman in a black dress, and a man presenting to a large audience seated in a hall.

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*"Let us not be content to wait and see what will happen, but give
us the determination to make the right things happen"*

– Horace Mann

FOREWORD, BY THE AUTHOR

I would like to personally thank you for purchasing ‘Starting a business from scratch in the Digital Era’. You’ve officially taken the first step toward starting your business.

There’s a lot of value packed into this book and I am excited to share it with you, but before you dive in, I’d like to invite you to take a minute or two to learn more about what is behind this book.

Jason Allan Scott is a successful Serial Entrepreneur, Professional Keynote Speaker, Best Selling Author, award-winning event professional, Mentor, Podcaster and a part of Tim Ferris’s NR set who travels the world educating and empowering people.

Scott can show you how ordinary people can build a solid living, with passion and purpose, on their own terms. He is also an early “influencer” with his omni-channel presence, the first person in events to make a million pounds in five months off of social media, write for the most read blog in events, his Youtube videos seen by over a million people, his twitter account has had over a 100 000 followers and Scott has worked with macro and micro influencers, as well as starting the first social media influencer “fam trips” with Elena Clowes, Kevin Jackson and The International Live Events Association that received 3,699,795 impressions.

Voted Top 100 Movers and Shakers in Events by Eventbrite 2016, Voted number 1 on Double Dutch 250 people in Events and top 10% of social media persona in events in the world and the only person in history to be nominated for most influential in events twice in one year. Jason has started and sold several companies on three continents in his entrepreneurial journey. His Online Radio Show, The Guestlist Podcast has won awards and been voted by iTunes as New and Noteworthy while amazing while gaining tens of thousands of subscribers.

Samantha White is a Warwick MBA, specialist in social Media strategy development and strategy implementation while also being a connector, futurist, infovore and influencer. White interprets social media analytics and empowering decision makers with the understanding of what it all means. www.socialmediasamantah.com

This book is a shortcut to finding out the best and most optimal tools to launch your business in the digital age. While I can't guarantee you success, I have discovered these tools through years of hard work, trial and error. So the good news for you is that I am saving you from all the groundwork and compiling all of my experience into an engaging and informative read.

1 WHERE DO YOU BEGIN?

Do you believe that you have what it takes? I don't mean personal characteristics but do you believe you have all the skills, energy, money, people and knowledge to start your business? After speaking with many founders on my show, 'The Guestlist Podcast', I have discovered that founders who carefully identify and evaluate their resources in pursuit of a well-defined goal, display "entrepreneurial self-efficacy", a trait many academics believe to be the best predictor of success.

In addition, it's important to look at how you respond to "failure"? As a metaphor: every founder begins as like they are on a kayak, before realising that they have been asked to captain a warship. A warship with investors and employees on board with their families and friends huddled below deck with all their hopes, lives and dreams depending on you. The truth is that risking your own hard earned money is easy when compared to risking losing the fortunes of those that believe in you.

It's fairly well known that raising a child is harder than creating a child, and this is true of starting your company. Most people mistake the act of creation of an idea or product for the "hard" part; however, too many times founders spend an inordinate amount of time on the creation and think that once they have done that, the world will beat a path to their doorstep.

I have found that it is often better to work out what people want and build a product or service that is in demand and then create the supply. **Necessity is the mother of invention, and a gap in the marketplace almost always reveals a business opportunity.**

It's good to remember the "**Field of Dreams**" concept, i.e., '**if you build it they will come**' **approach to business.** In other words, it's always easier to sell a Pain Pill than a Vitamin Pill!

2 THE PLAN

For now let us assume you are know what your concept is. The next step is to develop the idea and come up with a memorable, easy to spell and catchy business name. Then research the overall industry you are getting into. Look into the competitors and every detail you can find.

Once you have established the idea, it's time to assess whether there's a big enough pool of prospective buyers. In this step, you'll also want to ensure your market isn't shrinking, and that it fares well compared to similar markets.

I use Google Trends, Google Insights, and Facebook ads when I'm in this part of the process. They're great tools that help me evaluate the growth potential of my target market.

By now, you have successfully verified that your idea has that "success" potential. Feels good, right? Well, brace yourself – it's time to test whether people *will actually spend money* on your product. In other words, is it truly commercially viable? This step is critical. A lot of your ideas will seem great in theory, but you'll never know if they're going to work until you actually test your target market's willingness to pay.

For instance, I believed the 'VenueMe' model would work just on gut-feeling alone, but I wasn't 100% convinced people wanted to pay to know if their venue has been seen and allow the venue to contact the interested party. I mean, how often do people find themselves *needing* a lead forensic tool (compared with, for instance, how often they need to lose fat)?

I decided to validate VenueMe's model by finding a guaranteed product I could sell; one with its own traffic source (i.e. customers). Before I started the ad campaign, or any of the below steps I set a personal validation goal for 1000 sales, which would encourage me to keep going or figure out what was wrong with our model. I decided on "1000" as a figure for sales after looking at my time against value for money and 1000 clients at a £1000 is a Million Pounds. By the end of the four month attack campaign, I had got over 200 positive responses but not a single person wrote me a cheque. VenueMe was moth balled.

I share this story because it illustrates an important point: You need to make small calculated bets on your ideas in order to validate them. Validation is absolutely essential for *saving time and money*, which will ultimately allow you to test as many of your ideas as possible.

THEY WHO HAVE THE MOST DATA WIN!!

Here is a simple testing method for rapidly validating whether people will buy your product or not before we move to the next stage, and don't worry, we will go through all these steps in more depth later on in the book.

STEP 1

*Create a One Page, Sales Page Website

Set up a sales page using a service provider like Unbounce or Wordpress.

(*Eventrepreneur note: for all of this, there are 3 steps: "Learn it, Hire it, Buy it!").

Create a few ads to run on Google and/or Facebook, then evaluate your conversion rate for ad-clicks and collecting email addresses.

You are not looking for people to buy; you are simply looking to work out if people are interested. You are gathering data.

STEP 2

Now email 100 people you know who would want your pseudo-product or service then ask them to send payment through Swipe, Stripe or PayPal. You need to see if people will actually "pay" for your product. If or should I say, when you have some people who send payment. And BOOM!

You now have **Proof of concept and validation**.

STEP 3

Build the product or service and sell it OR refund your friends and start.

STEP 4

If your friends don't buy, find out why? Gather this information again: DATA, DATA, DATA! The goal is to get validation for your idea and you will only have this through collating this key information.

So, what now?

- You are inspired. Check.
- You want to do something. Check.
- You get a link to a funny YouTube video, then you open up Twitter and tweet @penthouselord to tell him you love his book. Check.
- Suddenly, everything you thought you were going to do goes down the drain. Check.
- You and I softly weep. Check.

NO!

You have bought this book, you will not be a Wanna-preneur – you will be an Entrepreneur!
So let us continue.

You will need to work out how you will be financing each stage of the business.

Finance is to your new business what petrol is to your car!

The Executive Summary and the Business plan will need to be written as well as registration of your website domain name and the name replicated exactly across *all major social media platforms. (*Eventpreneur note: Remember to always fill out the same bio on Facebook, Instagram, Twitter, Pinterest, Snapchat, Youtube etc.).

File for a Ltd company, corporation, partnership, LLC, once you've determined legal structure. Then do your SWOT Analysis. Lastly, you need to register a Business Name and get a Tax Identification Number. You will also need to open a bank account.

If necessary you may need to search and apply for trademark, patent on USPTO.gov when applicable.

3 LETS GET LEGAL

You are ready and have your idea for a business but don't get too excited, there are a few things you need to take care of first. Georgie Collins, Lawyer from Irwin Mitchell LLP has being so kind as to remind us all that the last thing you want to do is launch your Startup haphazardly without making sure you've got your legal bases covered.

A Startup is a serious commitment and this requires your legal due diligence. We know that legal matters can be confusing, complicated, and truly overwhelming. So we've created this definitive legal checklist for Startups to help you.

1. Business Structure

You can choose from a sole proprietorship, limited company, or a corporation. We recommend you at least register your business as a Limited Company or a corporation. This keeps your personal assets and liability separate from your business in case of any lawsuits. They'll both also allow you to hire staff freely and grow your business.

We don't recommend you register as a sole proprietor. This kind of business structure is more suited to self-employed professionals or even small businesses.

Either way, choose carefully because the business structure you choose has tax and hiring implications that can affect your ability to get investors and grow.

2. Taxes

As your Startup grows, you are undoubtedly going to attract the interest of the tax man. It's crucial to understand what specific taxes you're required to pay and how much. You can be sure the tax man will put a magnifying glass over your business to see if anything is wrong.

As mentioned in the previous point, the type of business structure you choose influences this. Don't fret too much, though. Just speak with a legal professional first and you'll know what your tax obligations are.

3. IP AKA Intellectual Property

Too many Startups ignore this and then get their ideas ripped off. We know that you want to bootstrap it and that money is tight, but you really can't afford to take any chances with this one. The future success of your Startup hinges on it.

Imagine putting your ideas out there for a product only to find out it's been stolen and the perpetrator is the one making millions of dollars in profit from it. It really happens too.

Don't let yourself become a victim of this because you just wanted to bootstrap everything. Find out in advance whether you need trademarks, patents, or copyright protection.

This simple due diligence could save your business in the long-term.

4. NDAs

An NDA is a non-disclosure agreement. Your business may not need one of these, but it's good to be prepared. If you're a Startup in the tech world you should probably arranged signed NDAs for everyone working with you whether it's investors, employees, and even manufacturers.

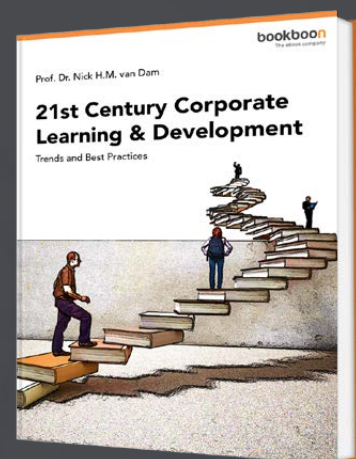
Basically, what an NDA does is protect confidential information in your business from being released to the public. And if it is released to the public, you've got the legal grounds to pursue action.

Make sure you speak with a legal expert and work out whether you'll need an NDA or not. As a precautionary measure, it may just be best to get them.

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5. Employee Contracts

Employee contracts outline the rights and responsibilities of those working for you. It lists out appropriate conduct as an employee of your organisation. It covers areas like payment, dealing with disputes, reasons for termination, and everything in between.

Make sure you classify your employees as employees as well, and that they're receiving their correct benefits. If you're using contractors you'll need to make sure it's spelled out that they're contractors.

The bottom line is you can't run your Startup without employee contracts. Think of them as paper guardians of your business.

6. Licenses

Most businesses require some kind of operating licence. For example, if you're a legal Startup you'll need a licence to offer legal advice and practice it. The same applies to many other industries such as construction, manufacturing, and plenty more.

In many countries, there are usually national licences and sometimes even state, and regional licences. Don't even think about operating your business without these or you will find yourself on the end of some massive fines.

7. Privacy Policies, Disclaimers, and TOS

Every Startup needs legal documents that protect their business. Some of the most important are privacy policies, disclaimers, and TOS. Without these three you could find yourself facing some serious lawsuits that could have easily been prevented.

Essentially, what these are, are documents that dictate the relationship between your business and consumers. It serves to limit any of your responsibility if something goes wrong when using one of your products or services. These documents need to be plastered everywhere.

If you've got a website then you need to create an agreement that outlines the responsibilities of the consumer once they start using your website. Trust us on this, taking these precautionary measures can save you a world of hurt.

8. Get A Buy-Sell Agreement

This is pretty straightforward but nonetheless, important. Even if you're the sole owner of your Startup you should invest in getting a buy-sell agreement created because you may want to invite partners onboard and even a co-owner someday.

What a buy-sell agreement does is detail what happens in the event that a co-founder, owner, or a partner in the business dies or chooses to leave. It governs how much money will be paid out and then what happens to that person's stake in the company.

9. Manage Your Accounts

Every serious Startup needs a business account. This should be common sense and this is where all money to business earns goes. The last thing you want to be doing is using any of your personal credit or income to fund your Startup. You want to keep this strictly separate from the business.

If you keep this separate from the business you'll find it difficult to get things like a business loan, if you choose to get one. Ideally, the business account should be named in your company name.

10. Get Good Advice

"Your network is your nett worth"

Yes, we know it's daunting and that there's a lot of foundational work that goes into a Startup but the difference between being close to success and far from it is often good or bad advice.

You don't want it to be the latter. You'll need to consult experts in various areas to make sure you've got everything battered down tight. You'll probably need legal experts in areas like employment law, business law, tax law, intellectual property law, and more.

It's overwhelming but it's necessary that you get the right advice or you'll find yourself in a world of trouble later on.

11. Keeping Appropriate Documentation

We mean all types of documentation from tax records, payments to contractors and employees, investment funding, confidentiality agreements, and more.

Startups start experiencing trouble when they don't document information properly. You need to be able to safely store and document everything you do in your business. We mentioned earlier one reason why, and that's because the tax man will place a magnifying glass over your business.

Regarding tax you need to make sure all your documents are in order. You've got a whole raft of other forms as well, particularly relating to your employees. These forms all need to be stored and documented.

Use a cloud based storage system if you have to. The most important thing is to make sure you've got everything documented properly.

So now we've covered the legal elements, to recap the many steps of your start-up, you will need to:

- Build a website
- Make a logo
- Business cards
- Letterhead, invoice, purchase order forms, sales sheet.
- Set-up a payment processor to handle your transactions.
- Create an accounting system.
- Search for conventions, trade shows, networking events to attend.
- Find business vendors, suppliers, service providers potential partners.
- Then look for a business mentor, prepare your marketing plan.

But most importantly you will need to SELL!!

Sell to anyone and everyone about your company to get people to support you.

4 FOUNDER READINESS

There are lots of questions when you're setting up a business and answering each of them will help you address each stage of launch and readiness:

Why am I starting a business?

What kind of business do I want?

Who is my ideal customer?

What products or services will my business provide?

Am I prepared to spend the time and money needed to get my business started?

What differentiates my business idea and the products or services I will provide from others in the market?

Where will my business be located?

How many employees will I need?

What types of suppliers do I need?

How much money do I need to get started?

Will I need to get a loan?

How soon will it take before my products or services are available?

How long do I have until I start making a profit?

Who is my competition?

How will I price my product compared to my competition?

How will I set up the legal structure of my business?

What taxes do I need to pay?

What kind of insurance do I need?

How will I manage my business?

How will I advertise my business?

5 CHOOSE YOUR BUSINESS STRUCTURE

The business structure you choose will have legal and tax implications. Learn about the different types of business structures and find the one best suited for your business:

Sole Proprietorship

A sole proprietorship is the most basic type of business to establish. You alone own the company and are responsible for its assets and liabilities. Learn more about the sole proprietor structure.

Limited Liability Company

An LLC is designed to provide the limited liability features of a corporation and the tax efficiencies and operational flexibility of a partnership. Learn more about how LLCs are structured.

Cooperative

People form cooperatives to meet a collective need or to provide a service that benefits all member-owners. Learn more about how cooperatives are structured.

Corporation

A corporation is more complex and generally suggested for larger, established companies with multiple employees. Learn more about how Corporations are structured.

Partnership

There are several different types of partnerships, which depend on the nature of the arrangement and partner responsibility for the business. Learn more about how these are structured.

After you've formed your company structure you'll need to setup Your Business Financial structure. Get a free business checking account. This will also give you a debit card to track your expenses (never use a credit card). Then you can open a Paypal account and link it to your business account so you can accept payments.

6 WHAT'S IN A NAME?

In choosing a company and domain name the fastest ways to have sight on your new business is through the internet. Enter a keyword phrase that your potential customers might type into a search engine. So if you are offering corporate events management, you would choose “Corporateeventsmanagement.com”. The domain should explain the site-think re search terms.

The truth is choosing a domain name is similar to choosing your company name. Your domain name is your identity on the world wide web so that it is easy to find and promote your business. Make it easy to type as if you use slang or words with multiple spellings (for example, ‘Noninvasive’ and ‘Non Invasive’).

Try and keep it short and use keywords. Keywords that best describe your business and service you offer. Target your area, so if your business is local, consider including your city or town in your domain name so its easier for your clients to find and remember you, like the sustainable London caterer who created the domain name: www.edencaterers.london. However, avoid numbers and hyphens as they are often misunderstood. It's important to be memorable: there are millions of registered domain names, so one that is catchy and memorable is essential.

Once you have come up with the name, share it with your close friends to make sure it sounds appealing and makes sense to others.

Don't forget to research it to make sure you have selected one that is a trademark or copyrighted or used by another company. This can result in legal issues that will derail all your hard work.

Use an appropriate domain name extension as mentioned with Eden caterers above. Extensions are suffixes, such as .com .net or similar at the end of the web addresses. These can have specific uses, so make sure to choose one that works for your business. Although .com is the most popular there is a smorgasbord of generic domains to choose from.

Do not forget to protect your domain as part of building your brand. and the best way to do this is to purchase various domain extensions, as well as misspelled versions of your domain name. This will prevent competitors from registering other versions and ensures your customers are directed to your website, even if they mistype it.

Protection of brand is so important, and to demonstrate, I would like to quote an anonymous coca cola executive who said,

“If Coca-Cola were to lose all of its production-related assets in a disaster, the company would survive. By contrast, if all consumers were to have a sudden lapse of memory and forget everything related to Coca Cola the company would go out of business.”

This can be very beneficial in all stages of your company since sometimes these successful business advisors lend their relationships along with their tips that can save you money, time and energy since they've already been thru so many aspects of the business life cycle. There's many different structures from 0 to 1% on average per advisor but for example we usually give 1% which is on the high side because we want our high net worth advisors to feel invested into our deals, and care. Some people like to give 0.25% or .05% vesting over 2 years but we only ask advisors that we trust to be apart of our company and give them the whole 1% up front and trusting that they will perform. So adjust accordingly based on your relationships, if they're strangers (meaning a referral from a friend that's willing to do it but you have no previous business/social experience with them.) then you should probably offer closer to 0.25% per year for their help if you want to have an advisory board. We don't do this for all of our companies, but we definitely like to have advisory board members on some of them that we can utilize their help on.

Lastly, Act Fast! Domains sell fast so register your favourite domain names as soon as possible. Try GoDaddy for your domain search needs.

7 WEBSITE

Make a simple website

The fastest way I know of to launch a website is using WordPress (wordpress.com or wordpress.org). If you don't mind using a subdomain like "mydomain.wordpress.com" it's free. But even if you want your own domain you can get one with WordPress pre-installed for about \$70/year.

WordPress comes with over 2500 "themes" to change the look and a great back end interface to edit the pages just like you're in Microsoft word. LifeHack. org uses Wordpress as do many other popular sites. However you may be asking yourself if you really need a full website or if a single page website will do better for you.

The truth is that no matter what industry you are in, too many pages could be a killer to your startup. So here is my advice (if you do not plan to run a blog) get a single page website. Not only will it cover all your practical bases – but it will also convert better too.

The question when creating your website is to ask yourself, what is your objective? What is the one action you would like your web visitor to take when they land on your website? Is it to book a consultation, buy a product or to get a certain result. Whatever the purpose the entire website design should be focused on eliciting that action.

Everything else is a distraction.

So what do you need to focus on:

1. Use storytelling to inspire action:
2. Single page websites force you to simplify your objective. Keeping everything to just one page forces you to consider what information is necessary and what is not.
3. The scrolling becomes intuitive. Notice anything about Tumblr, Twitter or Facebook? They all use something called "Infinite Scrolling!" to keep you on there platform. You see it?
4. The truth is that single pages convert visitors to clients. You just need to carefully craft the sequences of your page elements and limit the number of links or clickable objects, you can be more easily directing visitors towards the exact action you want them to perform.

This is why single page websites or landing page convert so well!

Another benefit is that with one page there is less to control, to manage. The truth is that so many startups, founders and small business's do not get a website for the very reason that it is hard to manage and maintain or hire someone else to do the same. With a single page website there is just less to do, to update and you only have one page to build and maintain and you can more or less leave it once it is build the way you need it to be.

A single page website is much more than a design fad or gimmick. It's a smart design decision that comes with a lot of benefits when used for the right project. A few things to keep in mind when creating your own single page WordPress website are: A well crafted single page WordPress website tells a story, it has a simple but effective message, it takes advantage of the intuitiveness of scrolling, it's optimized for conversion, and it gives you more time to run your business as opposed to working on your 5,000 page website.

8 SET YOUR PRICE

Most first time startups set their prices too low. People assume low prices mean low quality, and you are worth more.

Give away your product or service to the first five customers free if you'd like (it will help built buzz and you can ask them for testimonials), but after that set your price in the top $\frac{1}{3}$ of your industry.

It's always easier to lower them than to raise them.



Discover the truth at www.deloitte.ca/careers

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9 STAFF

One of the biggest elements that determine a company's success is the team behind it. However, not all companies have the luxury of endless capital to hire the best and brightest so you'll need to get creative! Here are the best and most optimal ways to find the best people to execute your vision.

Hire freelancers:

Sites like [upwork.com](https://www.upwork.com) can help you find quality freelancers overseas where the cost of living is low and avoid long-term commitments. This is very useful when you're an early-stage company and can't afford fulltime salaried employees. Hire Interns: Interns are typically free and eager and oftentimes, it's mandatory that they work a certain amount of hours to graduate from trade schools. It's also great on their resume because they're learning real world experience from your successes and failures while helping you for **FREE**.

Partner with other companies:

When you're running on limited resources, sometimes you'll need to get creative if you want to get things done. One of these ways is to find other companies to partner with. For example, if you sell video production equipment, you can find a company that makes video content, and offer to let them use your equipment in exchange for them to promote your brand. Focus on the things you have the other people need and vice versa.

Form an advisory board:

When applicable, you can ask 3 to 5 successful business people to join your advisory board in exchange for a small percentage of equity for their time and advice.

10 DOES YOUR BUSINESS NEED A TRADEMARK?

First, let's get a couple of common misconceptions out of the way:

The fact that your trade mark is part of your registered company name is no help at all. Registering a company name gives you no rights other than to stop someone else registering the exact same name at Companies House.

If you need to stop someone from using a trade mark that is the same or similar to your mark, your company name registration is no basis of an objection.

Similarly, you might have a domain name. Again, this will not be of much help in the event of a dispute. In the UK, trade mark rights are acquired through use or trade mark registration. Rights acquired through use are not very reliable – they are difficult to prove and expensive to enforce. You should not rely on unregistered rights if you are serious about protecting your trade mark.

If the question is “How do I best protect my trade mark?”, the answer is registration. Trade Marks can be registered at the Patent Office which is based in Newport, South Wales and this will provide protection of the mark in the UK.

Trade mark for Europe

If your business extends to Europe, you can obtain a Community Trade Mark which protects your mark for all EU countries. For other countries, it is possible to obtain local national registrations or, in some instances, what is known as an International Registration (a single registration that extends to a number of countries). It is important to note that you will benefit from registration only in the countries where your trade mark is registered.

Once a trade mark is registered

Once registered, the owner of the registration can stop others from using the mark (or a mark that is similar to the mark as registered) and, just as important, registration can help you to avoid problems that will arise if someone else registers your mark (or a similar mark) before you do.

It should be noted that in most instances your prior use of a mark will not help you if someone else gets a registration. If you have not registered first, you could be stopped from using your trade mark if someone else obtains a registration.

The registration of trade marks can sometimes get complicated and it is essential that you get it right at the beginning. Mistakes made at the outset cannot be rectified later on, and this could have a detrimental effect on your ability to enforce the protection of your mark.

It is therefore advisable to obtain expert advice on the filing of your mark and qualified trade mark attorneys can help to ensure that you get it right.

Fees for trade mark registration

Although the registration of trade marks can be complicated, it need not be expensive. The official fees for a UK registration are just £200, and for a Community Trade Mark they can be less than £1000.

Costs for other countries vary. Once granted, a registration will last initially for 10 years and, subject to paying renewal fees thereafter, they can remain in force forever.

11 THE EXECUTIVE SUMMARY

This is the most important part of your business plan; because if it doesn't interest readers, they'll never even get to the rest of your plan. Start your Executive Summary with a brief and concise explanation of what your company does. Next, explain why your company is uniquely qualified to succeed. For example, does your management team have unique competencies? Do you have any patents? Are you the first mover in your market? Does a huge, unmet market opportunity exist? Etc.

Finally, include a synopsis of your financial projections in your Executive Summary specifically, include your expected revenues, expenses and profits for each of the next five years, how much funding you are seeking, and the key uses of these funds.

I would also use this opportunity to create a clear and concise company overview. A company overview is a brief history of your company, this is an opportunity for you to answer questions such as when and how your company was formed, what type of legal entity you are, and your accomplishments to date not to mention your past accomplishments are for many people the best indicator of your potential future success, so be sure to identify and include all key milestones your company has achieved to date.

If you're brand new, then personal past accomplishments of your top execs previous companies will help show that this isn't your first rodeo. (If it is your first company, then bring on advisors or consultant's that have had successful companies in a similar space to help guide you!)

12 TELL ME ABOUT YOUR INDUSTRY

What is your market overview? Take time here to discuss the size and characteristics of your market. For example, if you are an event company, you would include the size of the London event market, a brief discussion of sectors (e.g., celebration versus corporate events) and market trends.

The truth is the relevant market size is a much more specific calculation of your market size. It is the annual revenue your company could attain if it attained 100% market share.

How do you work this out?

Your relevant market size is calculated by multiplying 1) the number of customers who might be interested in purchasing your products and/or services each year and 2) the amount these customers might be willing to spend, on an annual basis, on your products and/or services.

13 CUSTOMERS

Analyse Your Customers.

Ask yourself ‘who is your customer?’ This helps you to identify your current and/or intended customers. Include as much demographic data on your target customers as possible, such as their gender, age, salary, geography, marital status and education. It is important to know your customer as this will help you sell and market to him/her.

Take the time to specify why customers want or need your products and/or services. For example, do customers care most about speed, quality, location, reliability, comfort, price, value, etc.?

14 COMPETITION

Direct Competitors: Direct competitors are companies that fill the same customer need you fill with the same solution. For example, if you operate an shoe shop other shoe shops would be direct competitors.

In this section outline who your direct competitors are, and their strengths and weaknesses. Do not forget to think too about your indirect competitors? Indirect competitors are companies that fill the same customer need you fill with a different solution. For example, if you operate an Italian restaurant, a French restaurant would be an indirect competitor so outline who your indirect competitors are, and their strengths and weaknesses.

15 COMPETITIVE ADVANTAGES

Importantly, identify your Competitive Advantages in this section. Specifically, state what is it about your company that will allow you to effectively compete (and win) against both direct and indirect competitors.

16 MARKETING

Your Marketing Plan section should have four sub-sections as follows:

1. Products & Services: Here is where you give the details of the products and/or services your company offers.
2. Pricing: Detail your pricing here. In particular, discuss how your pricing relates to competition. For example, are you the premium brand? The low cost brand? Discuss your expected branding based on your chosen pricing model.
3. Promotions: Plan Your promotions plan details the tactics you will use to attract new customers. For example, you might choose social media advertising, or online pay-per-click ads, or press releases, and so on. In this section, detail each form of promotions you will use.
4. Distribution: Your Distribution Plan outlines the ways in which customers can buy from you. In many cases, they can only buy directly from you, perhaps at your physical location or website. In other cases, you might have distributors or partners who sell your products or services. In such a case, detail this structure.

17 14 MARKETING IDEAS TO HELP

1. The Free

The word “**free**” is one of the most persuasive and powerful words in the English language. In business, it’s a great word to use when it comes to marketing to people. People love the idea of getting free stuff. One of the best and easiest ways you can build brand awareness, boost customer loyalty, and grow your business is by giving away free company “*something*”.

But take note: not all **free** is created equal. Don’t make the mistake of wasting money on stuff that the average person ultimately just ends up throwing into a junk drawer and forgetting about – like notepads, pencils, stress balls, etc.

Give away free t-shirts instead.

Why?

Because people will actually wear them.



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Create a few initial design options for your company t-shirt. Once you've decided on a final design, have your first batch of shirts made and sent to you using an online retailer or local brick-and-mortar shop. Start sending or giving your new t-shirts out to friends, prospects, social media followers, customers, and anyone else who requests one.

Want to go the extra mile? Automate the entire process using one of the recommended tools listed below. Follow up with everyone and ask them to send you photos of themselves wearing your t-shirt, or have them share it with you on Facebook or Twitter. Collect the photos and put them on a page on your website.

2. **Welcome Email**

First impressions are everything. These days, you have to spend as much time nurturing new relationships and building loyalty in the digital world as you do in the physical world. Consumers want to buy from companies that make them feel like they're getting the same hands-on, personal, "mom and pop shop" experience and attention online as they would if they were to actually walk into your business and meet you face to face. When you take the time to send every new customer a personalized welcome email, it not only gives you the opportunity to start nourishing a new relationship, it also gives you the chance to give new customers that personal, human touch they still look for when interacting with a business they haven't bought from before.

Decide what you want your welcome email to say, how you want it to make new customers feel, and what you want it to achieve:

Do you want to make them feel excited? Do you want to help them be successful? Do you want to send them a special new customer offer? Remember: this is your chance to make a great first impression. Craft your welcome email in your email client. Decide whether you want to send a plain-text or html welcome email. Both are fine – it just depends on your business, your customers, your style, and your preference. Automate the process so you don't have to manually send out a welcome email every time a new customer comes on board (most email providers have detailed steps on how to do this).

3. **The Invite-Only offer:**

Remember in Tip #1 when we told you that everyone loves free stuff? Well the same is true when it comes to exclusivity. It's great to feel like you're part of a special group that not everyone has access to. Smart business people know this. It's why you can open your wallet or purse right now and probably find one or two VIP membership or rewards cards to a local gym, clothing shop, or grocery store.

If you're in the early stages of starting your business or launching a new product, one of the best ways you can build up hype and acquire customers fast is by offering exclusive early access to a limited amount of people. It's what we call the VIP Invite only offer, and it's how most new startups today are able to get so much instant attention and see such fast growth.

Think about how you want your VIP launch to work. How many people do you want to sign up? What will you offer people who sign up (beta products, early access, a free account for life)? Formalize your plan. Use one of the recommended tools below to build a simple landing page that includes: (1) a description of your new product or business, (2) information about your beta program, (3) an opt-in form to capture information. Start promoting your new business or product everywhere you can think of. Write a press release, email your friends, share the news on social media, talk about it networking events – do whatever you have to do to get people to visit your opt-in page.

When you're in the early stages of growing a business or launching a new product, getting press and building buzz is essential. Fortunately, you don't have to hire an expensive public relations firm or pay thousands of pounds on advertising in order to get the word out about your new business or products. There are a lot of inexpensive options you can take advantage of.

One great way to build brand buzz without having to spend a dime is by leveraging yourself as a thought leader or expert on a particular subject with the help of a service called Help A Reporter Out (HARO). HARO helps you connect with reporters and bloggers who need sources and quotes from industry experts for the stories they write. It's a great way to get your company and products in front of people.

Sign up for an account at helpareporter.com. With a free account, you'll get free queries sent to your inbox 3 times each day. With a paid account, you can set up keywords preferences, build a profile, and get alerts sent early. Look through queries and find opportunities that will allow you to leverage yourself as an industry influencer. Use tools like MOZ or Buzzsumo to determine if the website where your quote will be shared on is reputable and has enough visitor traffic to make it worth your time. Once you've picked a query, respond with your quote and a short bio and a link to your website.

4. The Education-Focused email Series

People want to work with companies that can help them solve their problems. One of the best ways you can differentiate from your competitors, grow your email list, and boost conversions is by showing people that you're willing to go out of your way to help them. A great way to do this is by offering a free email course that potential customers can stumble upon and subscribe to when they are looking for answers to their questions. It's also another great way to build loyalty and trust with people, because it gives you the opportunity to position yourself as someone who is genuinely interested in and committed to helping solve problems and provide solutions, and less as someone who is obsessed with trying to make a quick buck. Look into Event Academy to do this – Phil@acedemi.info

Decide on a topic for your course. Your topic should relate to your industry and the problems your business or products help solve. It should also have some SEO power behind it, so perform some keyword research using Google Adwords' Keyword Tool before making the final decision about your topic. Write the lessons for your email course (no more than six). Start with an introduction, then go deeper as the course progresses. End the course with a strong call-to-action that helps people understand what to do next. Create a drip campaign for your course using one of the tools below, then promote it by sending an email, writing a blog post, creating a landing page, and sharing it with your social media followers.

5. The Headline

Headlines are extremely important when it comes to websites – some might say even more important than the rest of the copy you put on your homepage. Why? Because your headline is often the first thing people notice when they land on your homepage – it's another "first impression" opportunity. In a lot of cases, it only takes the average person about 15 seconds or less to decide whether or not to stay on your website or continue their search elsewhere. Crafting the right headline can help you keep visitors on your page longer – long enough to convince them that you have the solution they've been looking for. If you want to start testing how different headlines perform, write one that offers a specific promise.

Write a list of 25 potential headlines to use on your site. Try to avoid writing headlines that describe what your business is. Instead, write ones that describe what your customers get as a result of using your products or services. Your headlines should be between 5-9 words. Pick your best 2-3 headlines and perform some preliminary research to determine which one performs best. This can be done by using a tool like 'Optimizely'. For a less expensive test, create two tweets that both go to the same site but use a different headline for each. Track which one gets the best click-through-rate. Add the winning headline to your homepage. Perform new headline A/B tests from time to time.

Recommended Tools:

- ‘How To Write Headlines That Convert’ David Ogilvy’s Best Selling ‘Headline Characteristics Of Converting Headlines’
- Optimizely
- Twitter Headlines Plugin From KingSumo

6. The Quick Feedback request or ASK

Unfortunately, when it comes to doing business with people online, you just don’t get the same level of interaction that you would if you were selling them your products or service face-to-face – at least not automatically. When you interact with someone in person, you can easily sense or observe things like confusion, hesitation, or excitement. If you sense that a person is unwilling to buy from you, you can engage with them and ask them why they feel the way they do. This level of interaction is an important part of business growth, and it needs to happen online too.

One great way to start interacting with people and learning from them online is by implementing tools that encourage and invite your website visitors to provide feedback with you. Think about what kind of questions you wish you could ask your website visitors. For example, maybe you want to know if your homepage copy makes sense. Or maybe you want to know what reservations people have about buying services or products from you.

Write your questions down in a document and pick one you’d like to start with. Create an account for one of the recommended tools below. Once you have your account set up, build your form. Make sure the question, (or questions) you include in your form are easy to understand. Publish your feedback form and start gathering feedback by sharing your form on social media or boosting traffic to your website. Interpret the data you get and decide if there are changes that could be made. Recommended Tools for this include Survey Monkey or Google Forms.

The truth is that this kind of testing is a great way to learn more about how your website visitors think and why they make the decisions they make. Just like headlines, there’s a lot you can test when it comes to call-to-action buttons. You can run tests on things like color, location, size, and shape, but you should also take the time to run tests on copy – the actual words you use to try to get people to convert. To differentiate from competition and get people to actually click on the buttons you include on your website, you have to think about your industry, your customers, and the problems your products or services help solve. You can’t just use the same language everyone else uses in their CTA buttons – like “Buy Now” or “Sign Up.” You have to dig deeper and get more personal.

Set up your account on Visual Website Optimizer (VWO). Alternatively, you can use Optimizely if desired. If needed, go through any of the recommended readings to familiarize yourself with call-to-actions. Think about the problems that your business helps solve. Remember: your goal is to find out if you can boost conversions by using personalized messaging that your prospects can relate to – as opposed to using the standard messaging that you typically see on a CTA button. Come up with a few button copy options to test. Create and launch your A/B test. Let it run until you have enough data to determine which version is more effective.

Recommended reading:

Optimize Your CTA's for Conversion How To Boost CTA Conversion Rates
Mastering The Call-To-Action

7. **The Handwritten 'Thank you' letter**

We live in a pretty technology-driven world. We rely heavily on technology to be successful in our personal and professional lives. That being said, at the end of the day, we're all guilty of feeling nostalgic at one point or another about certain tendencies and routines of the past.

In business and in life, saying the words "thank you" can be extremely meaningful and powerful for all parties involved. One of the best ways you can boost customer loyalty and land new customers is by expressing appreciation and gratitude to those who choose to buy from you and work with you – after all, your business can't survive without your customers.

If you really want to impress and surprise your new customers, send them a handwritten letter or card thanking them for their business. Compose a few templates you can use when it comes time to write a thank you letter to a new customer. Include a few spots in your letter where customization/personalization can be added. Develop a process or plan for sending out thank you letters to new customers. Your letter should be sent within a week of your new customer coming on board. If your business is still small, you can handwrite and send the letters yourself, or have one of your employees help you.

If you're growing too fast to send manually, hire a freelancer to help you, or use one of the recommended letter-writing tools below. Buy materials if needed (cards, pens, envelopes) and start sending out your thank you letters. Recommended reading: The HEX Case Study 5 Steps to a Great Handwritten Thank You.

8. The Social Branding Design Technique

These days, you don't need to hire an entire marketing or design team in order to compete with the big guys – in fact, we recommend that you try your hardest to keep things at your startup as lean as possible for as long as possible. That being said, if you do decide to take our advice and hold off on hiring someone to help you with the occasional design projects that pop up from time to time as you grow your business, you're going to have to pick up the slack yourself. Creating brand-consistent graphics for your social media accounts is one design project that you can't afford to neglect. Fortunately, there are a lot of tools out there that make it possible – and even easy – to create professional-grade branding graphics that will help you build trust and connect with more prospects.

Decide what type of message you want to portray through your social media designs. These are the graphics that appear on your Facebook page, Twitter profile, LinkedIn company page, and any other sites you've decided to create a presence on. Your designs should incorporate your logo and any other imagery that is consistent with any other marketing material you've already created. Create your first round of graphics using one of the recommended tools below. We recommend giving Canva a try first. If needed, you can find size dimensions and best practices in the recommended reading section. Once your graphics are correctly sized, upload them on all of your social media accounts at the same time.

9. The Demo

Did you know that our brains process visuals 60,000× faster than text? With that fact in mind, it's no surprise that videos have become one of the primary ways new and existing businesses educate consumers on their products and services.

Thanks to video hosting sites like YouTube, Vimeo, and the plethora of video creation software tools that now exist, it's never been easier for businesses to create and share high-quality videos with people online. Unfortunately, it's not always easy to know where to start. If you want to start experimenting with creating videos for your business, start with a product demo video. Most businesses that have an active presence online have product demo videos. Why? Because they're helpful, they're easy to make, and they're great conversion tools. Use video to explain your services and why you?

Simply write up a preliminary outline for your demo. Next, write a script for your product demo. Since only your voice will be included in the video, or someone else's you can read from it word for word when it comes time to record. Your script should also include cues that help remind you what to show on your screen as you give your demo. Go through your entire demo 1–2 times before recording. Use one of the tools below to record your demo or use people per hour or fiverr to make one for you.

When it's ready, upload and share it on your website. Combine this with the next one on our list:

10. **The Elevator Pitch Explainer Video:**

How many times have you been asked to tell someone about your business? How long does it usually take you to describe it to people? Five minutes? Two minutes? How about 30 seconds? In business, time is money. If part of your journey of launching your business involved writing a business plan or pitching to potential investors, then you know how important things like brevity and your choice of words are when it comes to describing your business.

You have to be confident that if you walked into an elevator with someone and they asked you what you did, you could describe it by the time the doors opened again. The same speed, precision, and consistency needs to take place when you're pitching people online. So how do you do it? By making a stellar Explainer Video.

Think about what you want your video to look like and how you want it to make people feel. Spend a few days watching explainer videos from other companies and jot down some notes about what you like or don't like about them. If you'd like someone else to create your video for you, use one of the recommendations below. Write a first-draft script for your explainer video. Keep in mind: your video should be no longer than two minutes, it should tell a story, have a voice, and it should compel people to take some sort of action after the video ends. If desired, read up on other explainer video script best practices.

Here is mine for my Noninvasive business that I made using people per hour –
<https://youtu.be/YaxV2m2AIsq>

Then finalise your script. Begin work on the actual production of the video. Revise, make edits, and finalize. Upload when complete.

11. Guest Post

One of the most effective ways to boost website traffic, build brand buzz, and connect with new potential customers online is by guest posting on other popular and reputable blogs around the web. That being said, you have to do it right. For guest posting to be helpful in any way to you and your business, you have to choose opportunities wisely. A good way to do so is by thinking not in terms of the new links you could get as a result of your efforts, but in terms of the new relationships you could establish instead. Want to avoid sending out cold guest post requests to people? Stand out by mentioning them in a blog post on your site first before sending your request. Not only will it perk their interest, it will show them that you're interested in relationships, not links.

I did this with the biggest event business blog in the world – The Event Managers Blog – <http://www.eventmanagerblog.com/post-author/jason-scott/>

Use Buzzsumo and Twitter to make a list of potential blogs you'd like to write a guest post on. Look for blogs that relate to your industry or target audience. Only choose reputable blogs that regularly update their site with new posts. Find email addresses for the person you'd like to send your guest post request to. Read a few blog posts that have been recently published on the site you want to guest post on. Jot down the topics covered on the blog, the writing style, and anything else you notice. Come up with 3–5 topic ideas. Mention the company, site, or person you want to work with somewhere in your next blog post. Then send an email to the contact you found and share the post with them. Add in your guest post pitch and see if they bite. Use this to become

12. The Customer Testimonial

You can spend all day talking about how great your products and services are, but at the end of the day, the people you're trying to sell to are more likely to be influenced by what other people say about you, your company, and your products. That's why most business owners go out of their way to gather customer testimonials and encourage happy customers to write reviews about their products or their business as a whole.

Testimonials can be powerful conversion tools! The problem is that everyone has figured this out, and as a result, everyone now includes testimonial text blurbs in strategic places around their website. That's why we recommend you take the time to create better customer testimonials in the form of videos, case studies, and spotlight blog posts. Create a list of 5 happy or loyal customers you could reach out to for a testimonial. Decide whether you want to create a video testimonial, a case study, or a blog post. Consider asking your customer for their preference. Come up with an outline for your testimonial interview. If you decided to move forward with the blog post or case study, write up a few questions and send them to your customer to answer. If you decided on the video, coordinate with your customer and find a day/time that you can record them on video. Put your customer testimonial together and when it is complete, place it prominently on your homepage.

13. **Whats your Story, Sell More Products Method**

Everybody loves a good story. In business, telling a good story can lead a potential customer to pick you over one of your competitors. Thanks to advances in technology and the popularity of sites like YouTube, Vimeo, Instagram, Snapchat, and others, it has never been easier to create and share stories with the entire world.

As a business owner, it's important that you take the time to develop a compelling brand story that you can share with people – it's an essential part of building your reputation and helping people understand why you do what you do and how your business came to be. Telling your brand story is also a great way to build trust and remind people that at the end of the day, your business is managed and run by real humans. Spend an afternoon thinking about what led you to start your business, who was there to help you, and how you felt. Jot down a few pages of notes and create an initial outline for your brand story.

Decide how you want to tell your brand story. Some brands choose to create an entire infographic-like timeline that illustrates how their business came to be. Others like to tell their brand story on video, or with a combination of words and photos. Write the first draft of your brand story and gather any supporting materials you'd like to include (quotes from others, old photos and footage, old logos, etc.). Publish your brand story somewhere on your website. Then start sharing it with your network.

18 OPERATIONS

Plan Your Operations Plan section has two sub-sections as follows:

Key Operational Processes

Your Key Operational Processes are the daily functions your business must conduct. For example, will you maintain a Customer Service department? If so, what specific role will it fill? By completing this section, you'll get great clarity on the organization you hope to build.

Milestones

List the key milestones you hope to achieve in the future and the target dates for achieving them. Here is where you set goals for specific and critical undertakings, such as when a new product will be created and launched, by when you plan to execute new partnerships, etc. Will you have a management Team?



What if
you could
build your
future and
create the
future?

The innovation accelerator

One generation's transformation is the next's status quo. In the near future, people may soon think it's strange that devices ever had to be "plugged in." To obtain that status, there needs to be "The Shift".

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www.alcatel-lucent.com/careers

19 FINANCIAL PLAN

Your Financial Plan section has four sub-sections:

Revenue Model: As simple as it seems, this section of your business plan gives clarity on how you generate revenues. Do you sell services? Do you sell products? Do you sell byproducts, like complimentary services? Do you sell all of the above?

You will need to detail your full financial model (income statement, balance sheet and cash flow statement) belong in your Appendix, but in this section you'll include the highlights. For instance, include your revenues, key expenses, and projected net income for the next three years.

Will you need funding? If you are seeking funding for your company, detail the amount here, and importantly for what you will use the funds.

Unlike a marriage, with a startup we think of the ending before we think of the start. This means you will need an exit strategy.

Particularly if you are seeking equity funding, this is your chance to detail your expected exit strategy. The most likely exit strategy is to sell your company to a larger firm. If so, detail the types of firms that might be interested in purchasing you and why. List the specific names of potential acquirers if applicable. As mentioned above, your full financial model (income statement, balance sheet and cash flow statement) belong in your appendix. Likewise, include any supporting documentation that will help convince readers your company will succeed. For example, include customer lists, awards, and patents received among others.

While you are on this think about where you want to take your business, and why your business idea will be successful?

If you are seeking financing, the executive summary is also your first opportunity to grab a potential investor's interest. Although it's great learning experience to write a full fledged business plan for the most part, you can focus on creating an Executive Summary first to research, learn, understand and be able to present your business to someone quickly & effectively. As mentioned the executive summary is much more practical and useful for the early stage's of setting up your company, however I wanted to give the full overview above so that you could be prepared for when the time comes that you need the complete business plan.

20 RAISE FUNDS

Raising funding for your small business is one of the first hurdles that a new entrepreneur may face. Take a look at all the small business financing options and advice in this section, from grants and loans to outside investment, to help you decide the best way to raise finance and fund your small business. Here are 11 ways to do this:

1. **Angel finance**

Business angels, either on their own or as part of an angel network or syndicate, provide business funding in return for equity, but can also provide valuable experience and guidance to a growing business.

2. **A Start Up Loan**

If you are starting a new business or you have been trading for no longer than 24 months, you may be eligible for a government-backed Start Up Loan. These are unsecured personal loans of up to £25,000 that must be used for business purposes and are repayable at fixed 6% interest p.a.

3. **Bank overdrafts**

For companies with fluctuating income, a bank overdraft can provide quick, flexible cashflow. The idea is simple: you dip into the overdraft in the leaner months, and come back out when the business picks up.

Most major banks charge interest only on the amount you overdraw, and many offer tailored packages for young businesses. For example, RBS/NatWest provides overdrafts up to £500, free of set-up fees, for a start-up business' first 12 months (normally £50). However rates of interest on bank overdrafts are usually charged above base rates (e.g. 6.5% for RBS/NatWest), and in most cases the overdraft amount is repayable on demand.

4. **Cash advances**

Companies such as Worldpay, Business Cash Advance and Credit for Merchants allow businesses to receive money upfront before debts and invoices have actually been paid.

Under the terms of the agreement, the financier purchases a fixed percentage of your future credit/debit card transactions at a discount, and then advances the cash into your bank account, usually within 10 working days. Repayments will be scheduled at a pre-agreed percentage of every transaction – usually between 10 and 20%.

With a cash advance, you can secure up to £100,000 without the burden of collateral or fixed monthly repayments, only paying the advance back when your customers pay you. But you may have to meet a rigorous set of conditions; for example Business Cash Advance insists all clients must have been in business for at least a year, with a minimum monthly turnover of £3,500 and the ability to process credit and debit card transactions.

5. **Asset finance**

An asset-based loan works the same way as a mortgage. You borrow money against an existing possession, and, if you can't meet your obligations, the asset is repossessed. Assets which can be used as collateral include property and premises, accounts receivable, inventory and equipment.

Although interest rates are often punitive, asset-based finance can be extremely useful for a company desperate for cash, or a business backed by valuable property which has yet to make major profits – such as a hotel or plant hire specialist.

6. **Factoring**

MarketInvoice, an online marketplace which allows you to auction your invoice to a community of investors. You receive payment straight away and the investor will receive a profit when the payment finally comes in.

7. **Crowdfunding**

Crowdfunding is, essentially, an extension of the charity sponsorship page in the business world. People come together, on crowdfunding sites, to pool money towards a particular venture or idea – it could be ten people putting in £500 each, or 3,000 people each giving £1.

Donors or investors on crowdfunding sites, such as Kickstarter or Crowdcube are typically private individuals providing small sums, so they're unlikely to give you the sort of grilling, and rigorous conditions, an angel investor would. You can also scope out the popularity of your idea via a crowdfunding site, and get some crucial word-of-mouth marketing going.

8. **Peer-to-peer loans**

A peer-to-peer exchange site, such as Zopa or Funding Circle, will put you in touch with private lenders, and create a personal relationship between you and the lender – fostering trust and patience.

A number of companies are now well-established in this space, and several offer generous terms. Indeed Zopa waives all fees for loan applications, reduces interest rates for borrowers who make early repayments, and adds only a one-off fee of £130 to the cost of the loan.

9. **Micro-loans**

If you only need a very small amount of money, you should think about a micro loan, which is tailored to your circumstances and can be used alongside funding from other sources.

A number of companies in the UK offer micro loans; for example Finance Wales offers funding from £5,000 to £25,000, with generous repayment terms ranging from one to five years.

10. **Community schemes.**

A plethora of community development finance initiatives, or CDFIs, have been set up around the country to help individuals, and businesses, denied credit by banks and lending companies.

CDFIs provide help with everything from bridging loans and working capital to funds for property and equipment purchase, but their terms are usually restrictive; you usually have to be either a micro-business or a social enterprise, and be based in a disadvantaged area to qualify.

11. **Family loans.**

If you want to keep things ultra-simple, a supportive family member, with money to spare, can provide a fair, willing and reliable source of loan funding. Relatives and loved ones are more likely to trust you with their money than an outsider, and they will probably demand lower interest and fewer incentives than a commercial organisation.

21 WHAT IF SOMEONE COPIES MY IDEA?

There is always a risk of copyright infringement when you release your concept into a public domain, such as the internet, before you launch. However, the chance of someone copying your idea shouldn't be any higher through crowdfunding than in the period between launching and your business becoming well-known.

Also, because of the scope for crowdfunding to raise awareness of your business, if your idea is original it may actually gain a reputation as the first of its kind – deterring copy-cats.

It is important to remember that the nature of a crowd is, not everybody will agree. Some people may think that your idea is flawed, which may further safeguard it from imitation.

22 YOUR MANAGEMENT TEAM

This chapter details the current members of your management team and their backgrounds. Particularly if you're a startup venture, you will have holes in your team; roles that you'd like to fill later. Identify such roles here, and the qualifications of the people you will seek later to fill them. Board Members If you maintain a Board of Advisors or Board of Directors, detail your Board members and their bios in this section.

23 THINK

Who/what/when/where/why/how

The Customer problem

Your solution and how you make money

Your target market (who is your customer and how many of them are there)

What is your competitive advantage

Who is on your Management team

What is your financial summary

Will you need funding

Again, take a moment and think about your mission statement – This explains what your business is all about. It should be between several sentences and a paragraph.

- **Company Information** – Include a short statement that covers when your business was formed, the names of the founders and their roles, your number of employees, and your business location(s).
- **Growth Highlights** – Include examples of company growth, such as financial or market highlights (for example, “XYZ Firm increased profit margins and market share year-over-year since its foundation). Graphs and charts can be helpful in this section.
- **Your Products/Services** – Briefly describe the products or services you provide.
- **Financial Information** – include any information about your current bank and investors.
- **Summarize future plans** – Explain where you would like to take your business. With the exception of the mission statement, all of the information in the executive summary should be covered in a concise fashion and kept to one page. The executive summary is the first part of your business plan many people will see, so each word should count.

Focus on your experience and background as well as the decisions that led you to start this particular enterprise. Demonstrate that you have done thorough market analysis. Include information about a need or gap in your target market, and how your particular solutions can fill it. Convince the reader that you can succeed in your target market, then address your future plans.

It's fair to say that almost every big decision inside any company of any size involved an executive summary during the decision-making process. Unfortunately, many people wrongly believe that an executive summary is a summary of the document, like a highlighted section”.

The purpose of all this **thinking** is to recommend a decision.

Describe a problem, need or goal.

Underneath the words “EXECUTIVE SUMMARY” explain in one or two sentences (at most) why a decision is needed. Be specific and include quantifiable measurements, if possible this document should describe the XYZ solution in detail. Describe the desired outcome. In one or two sentences (at most) describe what will be different if the problem is solved, the need is fulfilled, or the goal is achieved. Do not provide any details of the solution. Describe your proposed solution.

Under the word “PROPOSAL,” describe in a series of short paragraphs the element of your solution to the problem (as in Step 1) which will create the desired outcome (as in Step 2). In each paragraph, refer to the sections in the larger document where that part of your solution is described in detail. Make each paragraph crisp and readable. Avoid jargon, biz-blab and needless abstractions. If at all possible, arrange the paragraphs into a step-by-step plan.

Explain how you’ll overcome risks. Every business decision that’s not a no-brainer involves some level of risk. Therefore, under the heading “RISKS” briefly describe those risks and how you propose to overcome them (or why they’re not really a risk).

Once again, keep these paragraphs tight. Use plain language. As with the previous step, tie each paragraph to the relevant section of the longer document. Under the heading “RECOMMENDATION” describe in as few words as possible, the decision that you’d like the executive(s) to make. Be specific. If the decision involves money include the amount. If there are reasons that the decision must be made by a certain time, surface them.

24 SWOT

SWOT analysis gives businesses a unique way of re-evaluating their positions. The ideal outcome of a SWOT is accurate data that can be utilized to create a solid action plan for addressing a weakness and threats, and highlighting or positively exploiting your strengths and opportunities. This analysis leads to business awareness and is the cornerstone of any successful strategic plan. It is impossible to accurately map out a small business's future without first evaluating it from all angles, which includes an exhaustive look at all internal and external resources and threats.

A SWOT accomplishes this in four straight-forward steps that even rookie business owners can understand and embrace. Many small business owners don't know how to properly use a SWOT analysis to guide their businesses. It is about leveraging your strengths, outsourcing and partnering where you are weak, focusing on opportunities, and being aware of threats.

The purpose of a SWOT analysis In a business context, the SWOT analysis enables organisations to identify both internal and external influences. Outside of business, other organizations have found much use in the method's guiding principles. SWOT's primary objective is to help organisations develop a full awareness of all the factors, positive and negative, that may affect strategic planning and decision-making. This goal can be applied to almost any aspect of industry.

Though SWOT is meant to act primarily as an assessment technique, its lengthy record of success makes it an invaluable tool in project management. A good SWOT analysis serves as a dashboard to your product or services, and when done correctly, can help you to navigate and implement a sound strategy for your business regardless of company size or sector.

When to use SWOT?

SWOT is meant to be used during the proposal stage of strategic planning. It acts as a precursor to any sort of company action, which makes it appropriate for the following moments:

- Exploring avenues for new initiatives
- Making decisions about execution strategies for a new policy
- Identifying possible areas for change in a program
- Refining and redirecting efforts mid plan The SWOT analysis is an excellent tool for organizing information, presenting solutions, identifying roadblocks and emphasizing opportunities.

Performing a SWOT analysis is a great way to improve business operations and decision-making. It allowed us to identify the key areas where our organization was performing at a high level, as well as areas that needed work. Some small business owners make the mistake of thinking about these sorts of things informally, but by taking the time to put together a formalized SWOT analysis, you can come up with ways to better capitalize on your company's strengths and improve or eliminate weaknesses. While the business owner should certainly be involved in creating a SWOT analysis, it could be much more helpful to include other team members in the process. Some management teams do a SWOT analysis quarterly. The collective knowledge removes blind spots that, if left undiscovered, could be detrimental to your business or your relationship with clients. Collaborative SWOT analyses also give employees a greater sense of understanding and involvement in the company. It is imperative to be as honest with yourself [as possible] and be prepared to provide input that truly reflects your competencies, accomplishments and abilities. The elements of SWOT analysis focuses entirely on the four elements included in the acronym, allowing companies to identify the forces influencing a strategy, action or initiative. Knowing these positive and negative elements can help companies more effectively communicate what parts of a plan need to be recognized. When drafting a SWOT analysis, individuals typically create a table split up into four columns to list each impacting element side-by-side for comparison. Strengths and weaknesses won't typically match listed opportunities and threats, though they should correlate somewhat since they're tied together in some way. Pairing external threats with internal weaknesses can highlight the most serious issues faced by a company.

Once you've identified your risks, you can then decide whether it is most appropriate to eliminate the internal weakness by assigning company resources to fix the problems, or reduce the external threat by abandoning the threatened area of business and meeting it after strengthening your business. Internal factors The first two letters in the acronym, S (Strengths) and W (Weaknesses), refer to internal factors, which means the resources and experience readily available to you.

Examples of areas typically considered include:

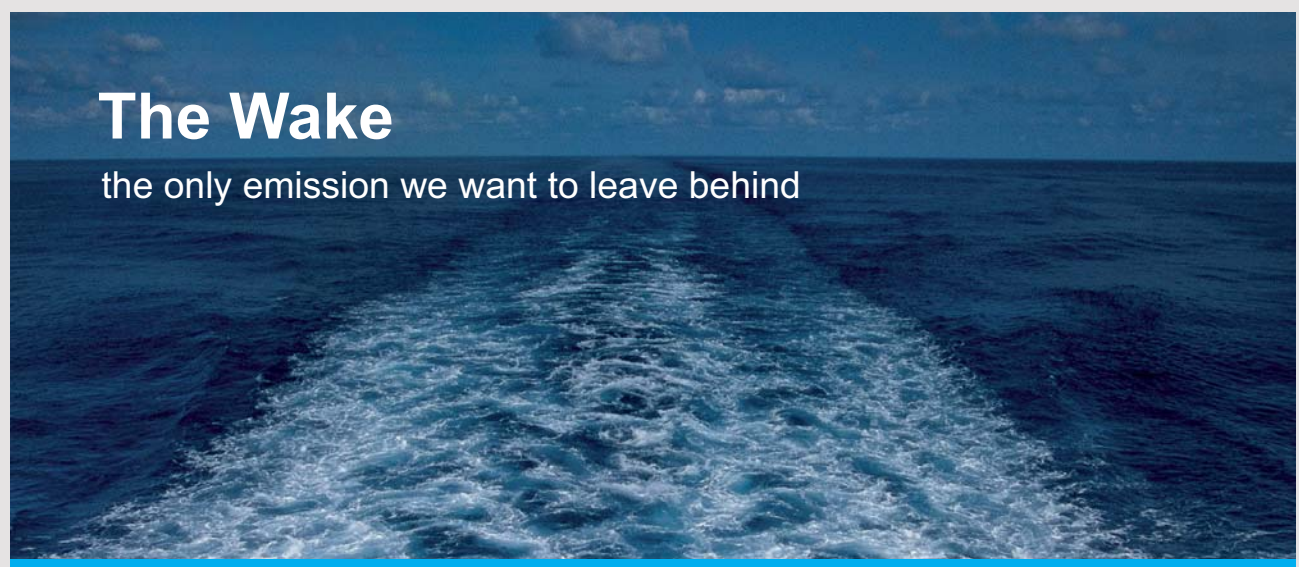
- Financial resources, such as funding, sources of income and investment opportunities
- Physical resources, such as your company's location, facilities and equipment
- Human resources, such as employees, volunteers and target audiences
- Access to natural resources, trademarks, patents and copyrights
- Current processes, such as employee programs, department hierarchies and software systems.

Businesses should also consider “softer” elements such as company culture and image, operational efficiency and potential, and the role of key staff. When listing strengths and weaknesses, individuals shouldn’t try to sugarcoat or glaze over inherent weaknesses or strengths. Identifying factors both good and bad is important in creating a thorough SWOT analysis. Companies can’t hope to take advantage of or control the external factors until the internals have been objectively assessed.

External forces influence and affect every company, organization and individual. Whether these factors are connected directly or indirectly to an opportunity or threat, it is important to take note of and document each one.

External factors typically reference things you or your company do not control, such as:

- Market trends, like new products and technology or shifts in audience needs
- Economic trends, such as local, national and international financial trends
- Funding, such as donations, legislature and other sources
- Demographics, such as a target audience’s age, race, gender and culture
- Relationships with suppliers and partners
- Political, environmental and economic regulations.



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A SWOT analysis is helpful in broadly addressing questions to develop a business plan, but it doesn't go far enough. The exercise alone won't identify your key value drivers of your business. Planning without first knowing your goals and the metrics by which you will measure your progress toward achieving those goals is inefficient and misguided. A SWOT analysis is just one tool in the strategy toolbox. When SWOT is used in conjunction with other analysis models, these frameworks for strategic thinking are well worth your time and should guide your decision making.

Additional analytic tools to consider include PEST (Political, Economic, Social and Technological), MOST (Mission, Objective, Strategies and Tactics), or SCRS (Strategy, Current state, Requirements and Solution) analyses. Undertaking additional individual analysis in conjunction with a tool like SWOT may also help business leaders identify how they can improve their personal responses.

Service-assessment tools, specifically the Mayer-SaloveyCaruso Emotional Intelligence Test (MSCEIT), which measures a respondent's abilities related to the four branches of emotional intelligence: perceiving emotions, facilitating thought, understanding emotions and managing emotions. DISC assessments are also valuable in that they provide further insight into your work styles, specifically around Dominance, Influence, Steadiness and Conscientiousness.

This information helps to determine what your motivators and triggers are, and how you handle those. By knowing these things about yourself, you can work toward an action plan of self-improvement or minimally ensure you select jobs, organizations and leaders that are an appropriate fit for you to improve your chances for success.

25 CUSTOMERS

After you've started and launched your business, finding your first customers can be a tough challenge to overcome. While big corporations and well-funded startups can afford to dump millions of dollars into ad campaigns, not everyone has such a luxury. So, most of us will need to get creative. Go door to door, email everyone, call potential clients, hire interns, commission people to refer you sales, scream from the mountaintops, work/give discounts to the first few people just to get the initial sales going and see how the customers react to your pitch/price/paperwork/people/product. The next five steps are all ways you can market your brand or product for the price of FREE.

Start Marketing on CraigsList.com

This is a free classified website that attracts millions of viewers. You can get some traffic to your website instantly by making some posts here, and you should continue to repost them every few days. Start a Meetup.com Group. Meetup.com helps people with similar interests get together. If a group exists in your area with potential customers, join it. Try to be invited as a guest speaker and offer value to members of the group (don't pitch them). Just by making friends and helping out you will start to bring in business. If a MeetUp group for your topic doesn't exist yet, that's even better. Start one up! You'll be viewed as the authority in the arena.

Post a Video to YouTube.com:

YouTube is a video sharing website, and it gets ridiculous amounts of traffic. It's actually easier to make a video than you think, and it doesn't have to be professional at all. You can record one with your digital camera, make a screen recording of your computer (even a powerpoint presentation) with software like Camtasia, or purchase a £30 webcam. Teach or show something useful, and include a link to your site at the end of the video. You will get traffic!

Lets get old fashioned:

Send an email to all your friends and family (and really everyone on your contact list) telling them about the business you just started. Put a note at the end asking them to forward the note to anyone they know who might be interested (and tell them about the free offer for the first five customers). You'll not only reach your network, but you'll reach your network's network (an exponential difference). You should also get people's business cards that you meet (far more effective than giving them since few people will write you back) and offer to help them. Look at a app called CAM CARD, to help with collecting data to your phone.

Create or curate content:

even if you aren't a creative, you can put together a great article. Think of something your potential customers might want to know. Then write a "top ten" list or a "ten step" format. Contact the owners of a dozen different websites that your potential customers might visit, and see if they'd like to use your article for free. Include a link to your website at the bottom in the "About the Author" section.

Make sharing easy.

The more easily shareable is your content, the more people will share it. This means using tools like ShareThis for content published on your blog and services like Click to Tweet that let people share your articles in seconds. Giving them rich content and media that improves the sharing experience itself, like images, quotes, or infographics, is also an important part of this optimization process. Using this simple format, you can launch a new business in about a month, and hopefully make your first sale. But the best part is, even if it doesn't work, you've learned a priceless lesson and risked little or no money. Don't spend a single red cent that isn't absolutely required when launching a new business! See if your idea works first, and then spend AFTER you've made your first sale!

26 THE BUSINESS PLAN-EXPANDED

A clear business plan is essential for all start-ups. This will help focus your mind and add a structure to your ideas. Writing a business plan is not a difficult process, but it will take time and determination. Remember that the more thought put into your business now, the better chance of success once the business is launched.

About you

Alongside general contact details, you should describe your background and why your business idea is right for you. Give a short account of your personal and business background detailing the areas that are relevant to this business.

- Why do you want to run your own business?
- What education, qualifications and previous work experience do you have?
- What industry knowledge and experience do you have?
- What other personal information might be relevant to this business?
- *This may include family history in this industry, existing connection with suppliers or clients, an established mentor relationship, etc.*

About the business

Alongside general company details, you should succinctly summarise what the business is all about: how will it operate, what product or service will be sold and what the vision is for the company's future.

- What are you going to do and how are you going to do it (your elevator pitch)?
- What is the business mission (the main purpose of the business)?
- What is the business vision (where will the business be in one, three and five years – including financial projections)?
- *Try to make the business aims SMART – Specific, Measurable, Achievable, Realistic and Time-bound.*
- What sets this business apart from the competition? *Is the business' product/service cheaper? Is the business' product/service better quality? Is the business filling a hole in the market?*
- How will the business be staffed?
- How will the business be financed?

About the product (s) or service(s)

- What product(s) or service(s) is the business going to sell?
- *Detail if you foresee additional products or services being offered in the future.*
- How will the product be produced or how will the service be carried out?
- *Include what equipment, tools, intellectual property or other assets that will be necessary to produce or deliver your product/service.*
- How much does the product(s) or service(s) cost to produce/deliver?
- How much will the product(s) or service(s) be sold to customers for? What is your pricing strategy?
- How will the product(s) or service(s) be sold to the customer? What is your marketing strategy?
- *Explain if you will have a shop to sell goods, visit customers yourself, take online orders, etc.*
- Are there any legal requirements that are necessary to start this business?
- *Potential legal licenses a business may need include: Health and Safety Regulation; Food Hygiene and Safety; Intellectual Property, Copyrights, Patents; Online and Distance Selling; Data Protection*
- Are there any insurance requirements that are necessary to start this business?
- *Potential insurance requirements may include: Public Liability, Professional Indemnity, Employers Liability, Contract Dispute, Income Protection, Critical Illness, Life Cover, Automobile Insurance, Office or Home Insurance.*
- What is the growth potential for the product(s) or service(s)?

The Market

Detail your business' customers, their demand for the product/service and how you will reach them.

- Who are the business' typical customers and where they are based?
- *Will customers be individuals, businesses or both? Describe the profile and your understanding of your expected customers (age, gender, what they like, how they socialise, where they shop, etc.).*
- How many of these customers will this business have the potential opportunity to reach?
- *Outline the size of your market and the potential share of this market this business can reach.*
- Have you sold any products/services to customers already?
- *If yes, please describe these sales and be prepared to show evidence of these sales. If customers have expressed interest in buying your products or services already you can detail that information here.*

- Why will customers buy this business' products or services instead of your competitors?
- What can be learned about the business' market from desk research?
- What can be learned about the business' market from field research?
- *Field research is market testing using your prospective customers. This may include customer questionnaires, focus group feedback, product testing, selling your product on a limited basis (test trading), etc.*

Strengths, weaknesses, opportunities and threats

In business jargon this is called a SWOT analysis and is always considered by entrepreneurs starting a new business.

- What are your business' strengths?
- *What gives your business an advantage over the competition?*
- What are your business' weaknesses?
- *What places your business at a disadvantage compared to the competition?*
- What are the main opportunities available to your business?
- *What people, elements, assets or connections can your business use to its advantage?*
- What are the main threats to your business?
- *What elements of your environment or competition can cause your business trouble?*

The competition

Understanding who your competitor companies are, where they are located and how they compare to your company is essential in planning any business and sales strategy. Search around the geography of your business and search the internet for your business' competition. Please consider the following types of competitors:

- Direct Competitors – Those selling the same or similar products or services (if your business is a coffee shop, direct competitors are other coffee shops)
- Indirect Competitors – Those selling substitute or alternative products or services (if your business is a coffee shop, indirect competitors are other business selling food and drink with a place to sit such as bubble tea shops, pubs, fast food or any other places satisfying a customer's need for food or drink.

List a Table of Competitors:

This section should outline all the purchases and expenses necessary to get your business started. Start-up costs will go beyond the physical items that are necessary for your business and may include renting a premises, electric/gas bills at that premises, costs of producing your product/service, developing a website, transporting your product to your customers, insurance for your business, staff wages, etc. All these costs should be considered.

[illegible]

Now lets talk Startup to Scale Up.

27 START-UP SCALING

With managing and scaling traffic to your website, once the traffic arrives, you need to know what your visitors actually doing there.

Are they leaving because your signup form is too complex? Or abandoning their shopping carts because of expensive shipping charges? Google Analytics is an essential tool every online start-up must master. It's free, gives you a ton of insight and helps you figure out what is actually happening on your site. There are a host of tools out there that help you to make better sense of people coming to your website. As KISSmetrics (a service costing between £100 and £400 per month) puts it: "Google Analytics tells you what's happening. KISSmetrics tells you who's doing it." Which is a fair statement of what it does. It gives more insight at a personal user level of the behavior of users.



Responding is key

Once people start talking about you, the best way to continue growing is to detect these mentions and to reply to every one of them. By doing so, it will foster a lot of motivation for them to talk and mention even more about you, creating a network of trusted brand advocates. By having alerts based on keywords – like the name of your company, your products or your competitors – mention allows you to stay in the know and react in seconds by connecting your social accounts directly to the app.

With these tools, you'll find yourself developing and maintaining a clear brand voice in no time. And it's then that you'll start to see your online presence heating up.

Understand how and when to communicate with your customers

On average, through social media channels, Thursday sees the most company mentions (15.78%), followed closely by Tuesday (15.68%) and Wednesday (15.52%). At 12.22% and 11.36% respectively, Saturday and Sunday see the fewest company mentions, presenting an opportunity that often goes unnoticed. This makes sense when you consider that most companies don't have a plan in place for social networks and other platforms over the weekend. Plan ahead and develop a content strategy for sourcing and scheduling content throughout the workweek to be posted on Saturday and Sunday.

Since Thursday is the most crowded day when it comes to brands and companies being mentioned, don't focus too much effort on a day when it's hardest to be heard above the noise. Who to communicate with: Only a little over 8% of your users have more than 500 followers. The other 91% of mentions may be coming from people with smaller reach, but they're far in the majority and a powerful force of 1-to-1 connections. Simply answering a tweet in less than an hour, and not just tweets directed to you but tweets about you, can prompt people to tweet about your level of service and your product. Speed, relevancy and charm can make the difference between a product with decent word-of-mouth and an awesome viral product. Go the extra mile. Not only will the person you help appreciate the effort, so will everyone else who finds out.

Deliver the product or service fast

Your business is a work in progress and if you launch your product or service quickly, you will be able to build a community of customers who can provide valuable feedback that can help you improve the offerings. In the words of LinkedIn founder Reid Hoffman, "If you're not embarrassed by your first product release, you've released too late."

Over deliver!

Once you land a new client/customer, be sure to go above and beyond the call of duty for at least the first few months. You'll have this customer hooked from then on and they'll be a great case study. Every customer is important, you should always try to over deliver when it doesn't hurt your company's bottom line or take up a ton of your staff's time, however it's ultra critical to nurture the first clients/customers because they will give you important feedback that will then affect how you do business with tons of future clients/customers!

Provide outstanding customer service Interacting with people is a big part of the job. Your business may gain new customers because you made them feel important. For example, Zappos wasn't the first online store to sell shoes, but the company perfected its customer-service department and won over shoppers. They make people feel important before they buy, when they purchase, when the delivery arrives, if they call, if they complain, if they want to return the product, if they want to buy more, no matter what the scenario, Zappo's has constantly won awards on customer service and their CEO Tony Hsieh wrote a wonderful book about the subject. Don't be overly concerned by the economy!

Some of the best businesses have launched during a recession. In fact, half of the Fortune 500 companies listed in 2009 were founded during such times, according to the Ewing Marion Kauffman Foundation. So don't overprice yourself compared to the competition but don't be nervous if you've created a strong product offering at the right price. A word of caution:

Make sure clients pay their bills

Always be certain to receive payment for your products or services. Instead of being taken advantage of, establish a time frame for payment. Sounds simple, but it's extremely important for your business's survival to have your accounts receivable RECEIVED!

Just because your business hasn't made you a billionaire (yet) doesn't mean that your enterprise is a failure. If you're able to make some sort of profit doing something that you're passionate about, that is a success story!

Set realistic goals for the type of company you're creating and I'll give you a reason to make realistic expectations for your investors, staff, loved ones.

28 SOCIAL MEDIA INFLUENCERS

A 2013 study showed more than 80 percent of those surveyed feel it is vital for CEOs to interact on social media, there are still numerous CEOs who decline to participate. These CEOs are busy meeting face to face with potential clients and networking in the community. Meanwhile, their younger counterparts are checking for mutual connections on LinkedIn and crunching numbers to determine the success of their Twitter campaigns.

Interestingly, some of the most successful businesses are small startups that have learned to use technology to gain an edge. Rather than shelling out millions of pounds for advertising campaigns these companies learn to generate buzz by creating viral content and encouraging shares and likes. The best part about social media marketing is that it can be deployed without spending a fortune. If businesses handle it on their own, it costs nothing but the time of the person doing the updates. The worst part, however, is that the results aren't always as immediate and powerful as they are with an expensive ad campaign. Professionals must wait patiently as a slow buzz is generated, using analytics and sales numbers to determine whether their efforts are paying off.

As social media continues to influence everything businesses do, everyone from the CEO to the new summer intern will need to realize the part it plays in day-to-day duties. Those professionals will be forced to keep up or be left behind.

The truth is that the so called “nobody’s” of the past are now the new “somebodies” demanding the attention of communication professionals who seek continuous engagement with targeted consumers throughout the various channels of the social Web.

I first noticed these new weight carrying people of sway and influence a few years back and have watched with much interest at how they would become the ambassadors of everything from products to services.

The question posed is no longer will these “Social Influencers have power over the big brands and be the voice of the old corporate establishment” the facts are that Your Brand Will Be Socialized!!

29 EMBEDDING YOUR COMPANY INTO THE INTERNET

Other channels

Besides social media platforms like Instagram, Twitter, Snapchat, Facebook, Vine, Pinterest there's also review sites, forums, lists, BBB, YELP, yellowpages YP.com, LinkedIn, Wikipedia. These are all sites that you want to proactively register your business on to add credibility. It helps with organic search rankings when people search for your business online. They're free and each one only takes a few minutes to register and fill out your profile to look good.

Create a landing page

Landing pages are now a must have design choice to boost your online special operations. By customizing these towards a targeted audience, along with specific and relatable calls to action, it makes them way more efficient at achieving higher click-through rates. Unbounce allows you to create landing pages incredibly fast, with no technical skills required, making it easy not only to build but also to A/B test and implement the best results.

Do SEO keyword research: The first step in most online businesses is getting traffic to your site in the first place. When you think about how traffic arrives at places, a common starting point is organic search traffic. SEMRush (a service that runs between £60 to £100 per month) and MOZ (one that will set you back £35 to £79 per month) are tools that both help to see how you rank for key search terms and how to better capture users. SEMrush is a SEO keyword search tool that helps to better capture organic search traffic. MOZ is not only great with SEO but also emulates Google's domain-authority ranking and gives you a sense of what competitors are doing better than you.

Prepare to get the word out

When launch day comes, startups need to get the word out to as many people to have the most impact and increase the probability of being heard in crowded industries. Often this entails getting your current followers to share with their friends, family and connections. Launch Crew will help you do just that. It lets you cast a much wider net, practically doubling or tripling your impact.

How it works

By asking your audience for their credentials to be able to post on their behalf on the day of your launch, or for any other subsequent major campaign launches, you'll get that initial boost you've always dreamed of – the one you really need to break out of the pack from the very start.

When it's time to launch your company, that week should be spent asking for every favour possible to help people get the word out. If it's a local business you don't need to ask your famous friend in another State to post about it, but every relevant favour you can ask and trade you can offer to get people excited and aware of your business. There is usually key people that are "fire starters" whom really help the initial buzz around town or around the internet.

30 SOCIAL MEDIA IS FREE

We could write a whole book on social media, (we actually have a free course on this at YRKJA.ACADEMY.com) but the most important part is for you to reserve your companies name and brand replicated exactly the same way across all the social platforms, with the same bio, photo, etc. so that no matter where or how someone finds your company, it's the same and easy to connect with!

You will never be able to anticipate where your customers will find you, whether Pinterest, Facebook or Twitter, but you look ready and well presented when they do find you, and then they're more likely to find you on other social media channels. There's a comprehensive list of resources at the end of this book that are mostly free & easy.

31 PITCH PERFECT

As a Podcaster, entrepreneur and professional speaker I am always thinking as a storyteller.

Whether you look for funding or are just looking for partners, mentors or advocates. The Pitch is Paramount. Here are some other P's to bear in mind while pitching.

- **People**

Who are you and what is your background, why are you uniquely qualified as well as who are the people in your team that will make this product work? What is their expertise and what experience do they bring to the table?

- **Problem**

Define what the problem your product or service is solving, or the pain point that your product resolves.

- **Product**

Explain succinctly exactly what it is that your product actually does. It is important to be specific as you want to make sure your offering is memorable.

- **Potential**

Demonstrate with evidence the market you are going after. Many start-ups get this wrong by over-inflating the potential of their ability to influence the market so I say identify the the Total Available Market (TAM), then the Serviceable Available Market (SAM) and then focus on your niche or Serviceable Obtainable Market (SOM). This demonstrates that you have thought carefully about who you are targeting. It is also very important to know who your competitors are. Even if you are bringing something new to the market, there will always be competition.

- **Progress or Traction**

You should have evidence of users signing up, people beta testing your product, or feedback on a prototype of your product. Or if none of the above, then evidence that there is an appetite in the market for what you have from solid research.

- **Promotion**

Be clear about how you are going to market and sell your product to your core audience.

- **Profit**

Understand your business model. Have a firm grip on what the actual costs are for bringing your product or service to market. Everyone gets excited about revenue but it's the costs and monthly burn rate that investors will be looking at with a fine tooth comb when you ask them for money.

- **Presentation:** Having identified these key points of your business, you then need to think about how you're going to put them together for your pitch.

If it is a 90-second presentation, otherwise known as an elevator pitch, there's no point in having a bunch of slides or other visuals that will distract. Script out the key points that you need to make in order to make an impact on investors.

If you have been given a longer time to pitch, say three minutes, then by all means prepare a pitch deck (slides of your presentation) in line with the structure mentioned above. Some start-ups like to start their presentation discussing 'People' first and then the 'Problem', others like to go with the 'Problem/Product' first and then finish by advising on the 'People' who will deliver on it. This will be up to you but it always helps to try and research what preference investors have for this.

It's advisable to let those who are proficient at designing pitch decks do the work for you – there's no point risking a great pitch with a poor presentation.

It is also advisable to have a one-page executive summary ready for when you need to give a shorter pitch, and to have a more detailed pitch deck for longer presentations so that investors can have access to additional information if necessary.

- **Practice:** Practise your pitch until it is second nature to you. If you have a co-founder then practise it in front of them, or if not your employees, until they can repeat it back to you. Don't ever wing it. Practice makes perfect. Or at least as close to perfect as possible. A hot tip is to film your practice pitches. Whether on your phone, DSLR or another kind of camera. It will help you to see how you look in front of others. Film it until you are happy.

Think about how you stand when presenting. Practise a posture you are comfortable with. Get comfortable with giving eye contact with those you are presenting to; focus on fleeting glances rather than staring at the investors.

- **Pace:** Decide on what pace at which you speak and the moments in your presentation you want to pause for effect. Smile. Always smile before, during, and at the end of your presentation. If you are using visuals ensure that you don't end up staring at a screen. It's always good to bring someone with you to advance your slides or bring a remote to advance the slides. Finally, finish strong.
- **Powerful:** Make sure you have a powerful call to action at the end of your pitch that clarifies what you are asking for and your willingness to take any questions if needed.
- **Perform:**
Now you have these tips, go out there and pitch perfect!

...And lastly

Practice...Practice...Practice.

32 FINAL THOUGHTS

After reading this book you have a lot to think about. In addition to providing you with specific, real-world how-to advice for the different stages of starting and building a business, I've also tried to paint an accurate picture of the entrepreneur's journey. What you need to decide now is whether or not this journey is right for you.

No one is making you to start up a company. This is not a path you have to go down. Millions of people find success and happiness working for someone else. If you work for someone else you won't have to worry about finding investors, paying lawyers and accountants, securing business licenses, and all the little headaches that come with being a business owner.

The entrepreneur's journey is one of the most stressful and difficult paths in business. It's not for everyone. But here's the flip side to that. The entrepreneur's journey is also one of the most exhilarating, thrilling, and financially rewarding paths in business.

It's difficult to become a millionaire working for someone else.

The advertisement features a grey background with a black border. At the top left is the logo 'bookboon.com' in black and orange. In the center, the text 'Corporate eLibrary' is written in a large, bold, dark grey font, followed by 'See our Business Solutions for employee learning' in a smaller, grey font. Below this is a large, light blue button with the text 'Click here' in white. Underneath the button is a pyramid of eight colorful rectangular blocks, each containing a business topic: 'Management' (green), 'Time Management' (orange), 'Problem solving' (red), 'Self-Confidence' (dark grey), 'Effectiveness' (light green), 'Project Management' (dark green), 'Goal setting' (maroon), 'Motivation' (yellow), and 'Coaching' (pink). At the bottom, there is a green oval button with a white hand cursor icon pointing to it, containing the text 'Click on the ad to read more'. To the left of this button, the text 'Download free eBooks at bookboon.com' is displayed. The page number '75' is centered at the very bottom.

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Project Management Goal setting Motivation Coaching

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75

But as an entrepreneur it's almost expected that you'll build a million dollar net worth. If one of your goals in life is to create significant wealth, entrepreneurship is perhaps the most effective route to reaching that goal.

In his book *The Ten Roads to Riches*, billionaire Kenneth Fisher examines all the routes to becoming wealthy, including marrying well, becoming a famous celebrity, creating patents, and working your way up to becoming the CEO of a large company. He makes it very clear that most of the ten roads are quite simply not available to or not realistic for the average person.

The important thing right now is that you stop just talking about it and actually start working on it.

This idea could be your future.

It could make your dreams come true. It could make you and your family wealthy. No more excuses. No more delay.

Take that first step.

Entrepreneurs will always find a way, so what are you waiting for?

It's time to get started.

RESOURCES

[GERM.IO](#) Too many awesome ideas die in lost notes and cleaned up whiteboards. germ.io lets you capture every eureka moment and helps you execute it.

EXPERIMENT BOARD Use the lean validation/experiment board to describe, validate and refine your business idea.

CURATOR Curator is the No.1 tool for the creative process. From the first fragment of an idea to presentation. Simple, fast, powerful.

POINT Point is a quick way to share and discuss what you find online.

STACHE Stache makes it quick and easy to collect pages you find useful, interesting or inspiring, in a visual and fully searchable library.

MINDMEISTER Because of its sleek design and simple interface, MindMeister has been positioned as the number one mind mapping tool available today.

BOX NOTES Your business ideas should live with the rest of your business content. Now they can.

SKITCH Get your point across with fewer words using annotation, shapes and sketches, so that your ideas become reality faster.

XMIND A more elegant way to gather, analyze and utilize knowledge, information and ideas.

ELEVATR A fast, beautiful, and fun way to capture, organize, and share business ideas.

IDEA GENERATION

NAMECHEAP Namecheap makes registering, hosting, and managing domains for yourself or others easy and affordable.

DOMAINR Domainr helps you explore the entire domain name space beyond the ubiquitous and crowded .com, .net and .org.

[NAMEBOX.IO](#) Buy unwanted and/or unused web domains that other people won't be using anymore.

DOMAIN NAME [Godaddy.com](#)

BLUEHOST offers the best web hosting, powering over 2 million website worldwide.

BLADEWP offers Clustered and Fast Wordpress hosting with 24/7 support.

RACKSPACE Rackspace manages your cloud services. You run your business.

AMAZON WEB SERVICES: Amazon Web Services offers reliable, scalable, and inexpensive cloud computing services. Free to join, pay only for what you use.

HEROKU Heroku provides services and tools to build, run, and scale web applications.

DIGITALOCEAN DigitalOcean is simplifying cloud by providing an infrastructure experience that developers love.

JOYENT High-Performance Public Cloud and Private Cloud Software Made Easy.

STATUSCAKE Monitoring up to every 30 seconds & alerts by email, Twitter & phone.

DOTCLOUD Assemble your stack from dozens of pre-configured components. dotCloud deploys and scales it for you.

WEB HOSTING HOSTING RESOURCES GODADDY DOMAINFINDER GoDaddy DomainFinder is the new domain search app that lets you build your own domain name with the world's largest domain registrar.

INSTANT DOMAIN SEARCH Instant Domain Search is a fast and free service for finding great domain names. Find domain names instantly by searching as you type.

[GO.CO](#) With a .CO domain, you get more than just a web address.

LEAN DOMAIN SEARCH Lean Domain Search is a domain name generator that helps you find great available domain names for your websites.

DICTIONARY DOMAINS Dictionary Domains offers 14,234 legit, {word}.{tld} domains that you can register and then get back to work on the important stuff.

DOMCOMP Compare prices of over 745 top level domains from the industry's most popular registrars.

GOOGLE TRENDS: Google Trends gives you insights on search-terms, you can also compare the volume of searches between two or more terms.

VALIDATELY Validate demand or usability on a clickable prototype or live feature with Validately.

AYTM: a DIY survey platform with a built-in consumer panel bringing the power of consumer insights to everyone.

PROVED Proved connects to your potential customers and benchmarks your idea against thousands of others. Fresh idea? Test. Improve. Go!

CONSUMER BAROMETER The Consumer Barometer is a free tool that delivers consumer insights in the fast changing digital landscape.

CRUNCHBASE CrunchBase is the world's most comprehensive dataset of startup activity and it's accessible to everyone.

SIMILARWEB Analyze your competitors' traffic and identify growth opportunities online with SimilarWeb.

COMPASS Compass aims to reduce the massive failure rate of businesses in a scalable way.

STATISTA Statista is the leading international statistics portal on the internet.

HONEYBADGER With one click, Honeybadger will show you how much traffic a site gets, how much money they raised, what powers their stack, and more.

TYPEFORM Typeform is a free and beautiful online survey and form builder.

SURVEYPAL Use Surveypal to design beautiful, cross-device surveys that boost response rates, start collecting responses today.

QUALAROO Get Voice of Customer Insights that Help Your Business Grow with Qualaroo.

QUALTRICS Qualtrics is a rapidly growing software-as-a-service company and the provider of the world's leading insight platform.

FORMSTACK Formstack quickly lets you create and deploy the web forms you need without any coding knowledge.

DELIGHTED Delighted uses the Net Promoter System® to gather real feedback from your customers.

PEEK See and hear a 5-minute video of a real person using your site or app with Peek.

SURVEYMONKEY SurveyMonkey is the simple way to create surveys: Intelligent survey software for primates of all species.

VERIFY Verify allows you to quickly test concepts with users to get faster feed-back.

GOOGLE CONSUMER SURVEYS When you want answers to your business questions, you need to reach everyday people – Google consumer surveys helps you with that.

MOCKUPS & WIREFRAMING MOQUPS Moqups is the most stunning HTML5 app for creating resolution-independent SVG mockups & wireframes for your next project.

BALSAMIQ Balsamiq Mockups is a wireframing tool to help rid the world of bad software.

MOCKINGBIRD Mockingbird is an online tool that makes it easy for you to create, link together, preview, and share mockups of your website or application.

JUSTINMIND Justinmind is a powerful wireframe software to define web and mobile applications.

[CONCEPT.LY](https://concept.ly) Concept.ly is a Web and Mobile mockups tool. Convert wireframes and designs into interactive Apps.

FLINTO Use Flint to create iOS and Android prototypes made from your existing screen designs.

GLIFFY Create professional-quality flowcharts, Org charts, UML diagrams and more with Gliffy.

LUCIDCHART Lucidchart is a flow chart maker & online diagram software.

MOCKFLOW Design and collaborate on user interface concepts for your apps and websites with MockFlow.

OMNIGRAFFLE OmniGraffle is for creating beautiful, precise graphics. Available for Mac and iPad.

DESIGN UICLOUD UICloud collects the best user interface designs from the internet and provides a search engine for you to find the best UI element you need.

UX ARCHIVE UX Archive helps you compare the most interesting iPhone app user flows.

LITTLE BIG DETAILS Little Big Details is a curated collection of the finer details of design, updated every day.

SKETCH Sketch gives you the power, flexibility and speed you always wanted in a lightweight and easy-to-use package.

[FEEDBAG.IO](https://feedbag.io) Feedbag.io helps you collect feedback in a visual and user-friendly manner.

INVISION Transform your Web & Mobile (iOS, Android) designs into clickable, interactive Prototypes and Mockups with InVision.

CRAYON Crayon is the most comprehensive collection of marketing designs on the web.

PTTRNS The finest collection of mobile design patterns, resources and inspiration.

UIGIFS uiGIFs showcases new user interfaces in the form of animated GIFs. All of the apps showcased on the site are real, launched apps.

NAMINUM Naminum is the leading startup, company and website name generator on the web.

NAMEMESH NameMesh helps you in finding a perfect name for your startup or business using an intelligent ranking and classification program.

NAMECHK Check the availability of your username across dozens of the most popular social tnetwork websites with NameChk.

KNOWEM KnowEm allows you to check for the use of your brand, product and username instantly on over 500 social media websites.

DOCK NAME Dock Name is a crowdsourced service that helps startups find a domain name.

NAMEROBOT NameRobot offers everything you need to create suitable naming ideas in a short time.

PANABEE Panabee is a simple way to search for domain names, app and company names.

BRANDBUCKET Explore premium, quality, hand-picked, unique and brandable business names available for sale for your business venture.

TRADEMARKIA Trademarkia is one of the largest trademark search engines in the world. Search Millions of Trademarks Filed Since 1870 For Free.

HOW TO NAME YOUR STARTUP The name of your startup is critically important to its success, and in this video Jason Calacanis tells you how to land an amazing name.

NAMING RESOURCES DEVELOPMENT DEVDOCS DevDocs combines multiple API documentations in a fast, organized, and searchable interface.

PUBLICAPIS PublicAPIs is the Largest API Directory In The Galaxy.

CODEFRESH Codefresh offers a complete development environment in the cloud, that accelerates the time required to build great cloud apps.

NODE.JS Node.js is designed to build scalable network applications.

MESSAGEBIRD Send SMS and voice messages worldwide via MessageBird's website, email or your own software (API).

CODA Coda is everything you need to hand-code a website, in one beautiful app.

[README.IO](https://readme.io) Crowdsourcing your developer hub with ReadMe.io.

STAMPLAY Parse meets IFTTT, changing how software is built. Create advanced web and mobile apps in a fraction of the time with Stamplay.

CODEKIT CodeKit is like steroids for web developers.

BOWERY Bower is the best way to set up, manage, and share your development environment.

DEPLOYMENT GITHUB The GitHub platform provides powerful collaboration, code review, and code management for open source and private projects.

DEPLOYDO deploydo is a tool for deploying source code to one or multiple servers.

WERCKER Test and deploy your applications with ease. Together, with Wercker.

[DIVIDE.IO](#) Divide.io is an open source backend library for mobile apps.

NEW RELIC New Relic is a software analytics company that makes sense of 250 billion data points daily from millions of applications.

CODESHIP Release more frequently, get faster feedback and build the product your users need with Codeship.

DEPLOY Deploy your websites or apps directly from your repository to servers or the cloud.

PAGODA BOX Pagoda Box is an Object Oriented Hosting Framework.

DEVDOCS DevDocs combines multiple API documentations in a fast, organized, and searchable interface.

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BOWERY Bower is the best way to set up, manage, and share your development environment.

ENGINE YARD Deploy, scale and monitor your app with the Engine Yard cloud application management platform.

CIRCLECI CircleCI is simple, powerful Continuous Integration and Deployment for developers.

DEPLOYMENT BRAND24 Identify and analyze online conversations about your brand, product and competition. Easy to use, reliable and cost-effective. Brand24 is used by hundreds of businesses of all sizes.

BUFFER Buffer is the easiest way to publish on social media.

HOOTSUITE Hootsuite is the world's most widely used social relationship platform, with more than 10 million users in 175+ countries.

TOPSY Topsy is a social analytics company that gives you instant answers to critical business questions through real-time analysis of public conversations.

WOOBX Woobox helps you easily create powerful contests, sweepstakes, coupons, and more to grow your fans and amplify your marketing.

SIMPLY MEASURED Simply Measured offers the most complete measurement solution for social media marketers.

MENTION Media monitoring made easy with Mention. Create alerts on your name, brand, competitors and be informed in real-time of any mention on the web and social networks.

WEDGIES Wedgies is a real-time platform that aggregates data and creates better interaction through questions.

SOCIALSENSR SocialSensr helps organizations become people-connected companies, by offering user-friendly, state-of-the-art Social Media Management tools.

QUICKMVP QuickMVP is the easiest way to test your ideas, without wasting time or money.

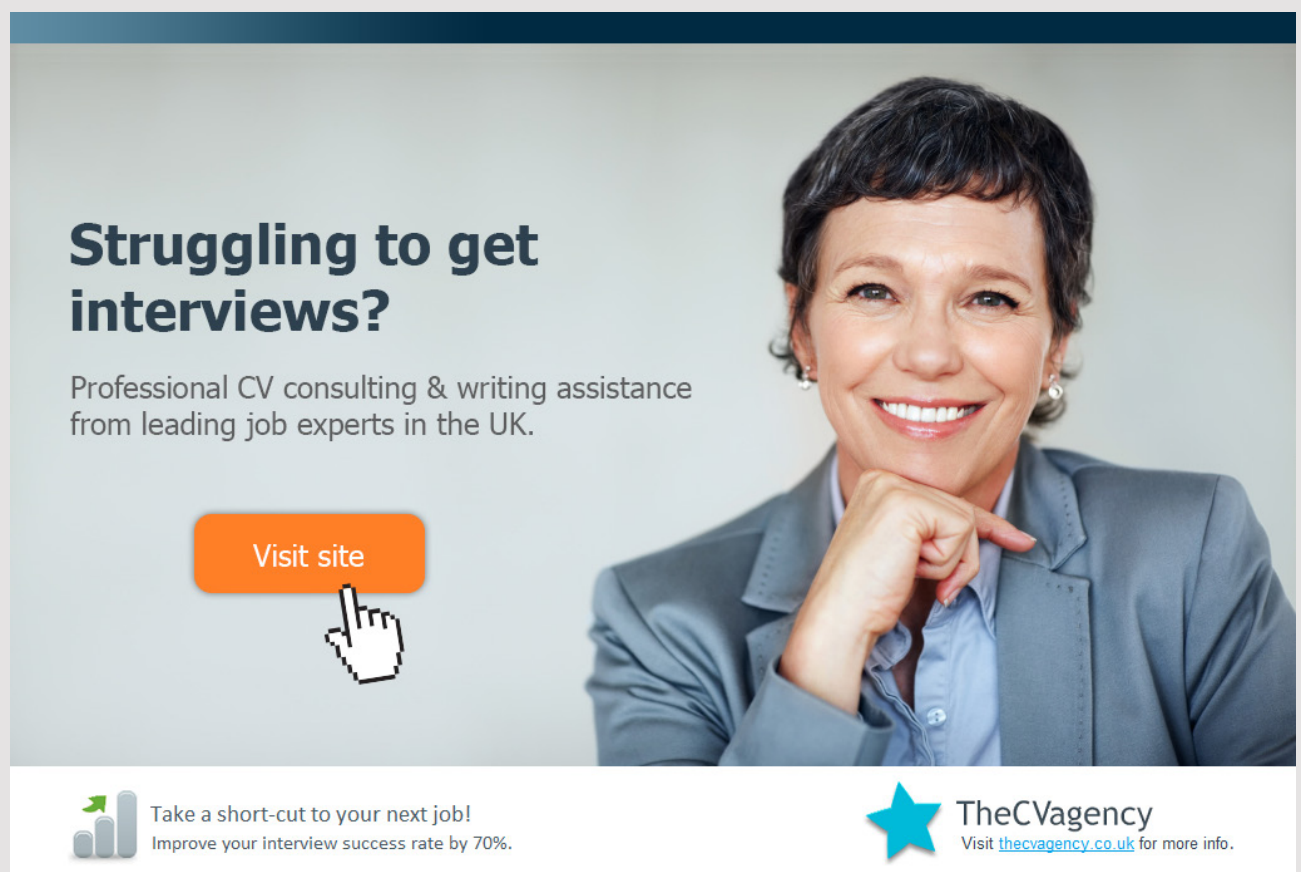
GENERATOR Generator is the easiest way to make a landing page for your startup.

[PROTO.IO](#) Proto.io is a web platform enabling users to create fully interactive mobile app prototypes.

LAUNCHROCK Use LaunchRock to Start Now and Launch Your Landing Page in Minutes. Acquire, engage and grow your audience with powerful social sharing tools & analytics that drive user growth.

MVP A development method to build something for the least amount of money and work in order to make a functioning product to test to see if consumers care. This can be used for online or physical products. “Minimum Viable Product”.

INSTAPAGE Instapage makes building and A/B split testing landing pages simple.



Struggling to get interviews?

Professional CV consulting & writing assistance from leading job experts in the UK.

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 Take a short-cut to your next job!
Improve your interview success rate by 70%.

 **TheCVagency**
Visit thecvagency.co.uk for more info.

MARVEL Just had the next billion-dollar app idea? Grab a pen and within minutes your idea will come to life with Marvel.

UNTORCH Get signups with an Untorch referral campaign.

STRIKINGLY Strikingly is an online web platform enabling individuals to build mobile-optimized websites.

BLOCS APP Build beautiful websites without touching a line of code with Blocs app.

REVUE Create an engaging, gorgeous, weekly digest. You focus on curation, Revue makes sure it looks awesome.

MAILCHIMP More than 7 million people use MailChimp to design and send email marketing campaigns.

BRANCH METRICS Branch Metrics helps apps grow through seamless referrals, sharing and deep linking across install.

HUBSPOT HubSpot is the world's leading inbound marketing and sales platform with 11,500+ customers in 70+ countries.

GROWTHHACKERS GrowthHackers is a community to learn and share about ethical online marketing techniques that drive effective, scalable and sustainable growth.

[CUSTOMER.IO](https://customer.io) Customer.io helps you send targeted human messages to your users, by utilizing their unique interactions with your business.

EXIT MONITOR Exit Monitor converts your exiting web visitors into leads.

REALLY GOOD EMAILS Really Good Emails is a large collection of good product email design.

PETITHACKS petithacks showcases a collection of Acquisition, Retention, & Revenue hacks used by companies.

GLEAM Gleam helps thousands of businesses run amazing competitions across social networks.

BETALIST BetaList has previously covered startups such as Pinterest, IFTTT and Mailbox before they launched and made it big.

PRODUCT HUNT Product Hunt is a curation of the best new products, every day. Discover the latest mobile apps, websites, and technology products that everyone's talking about.

STARTUPLIST StartupList is a place to find, follow, and recommend startups. They cater to early adopters.

STARTUPTABS The startup discovery engine. Startuptabs help you discover new startups with every tab you open.

SHOW HACKER NEWS Show Hacker News is a way to share something that you've made on Hacker News.

ERLIBIRD ErliBird is an early adopter and beta testing community with 40,000+ realworld users.

/R/STARTUPS /r/startups is a community for all backgrounds, levels of expertise, and business experience.

LAUNCHING NEXT Launching Next showcases the world's most promising new startups every day.

KILLERSTARTUPS KillerStartups is a user driven internet startups community.

IDEASQUARES IdeaSquares is a virtual, global space for business ideas.
Lynda.com Learn anything

EARLY USERS PRESENTATIONS SLIDEBEAN Dozens of pitch deck templates for startups. Just add your content, Slidebean designs it for you.

SWIPE With Swipe, anything can be a slide and you can present it live to anyone, anywhere, on any device.

FLOWVELLA FlowVella is the perfect presentation software for the modern world. Create stunning presentations from your Mac or iPad – share them with anyone.

SILK With Silk, you can publish your data online, beautifully.

SLIDESHARE SlideShare is a LinkedIn company and the world's largest community for sharing presentations.

CHARTBLOCKS Chartblocks is the world's easiest chart builder app. Design and share a chart in minutes.

SLIDES CARNIVAL Slides Carnival provides you with free templates for your Google slides presentations.

PREZI Resonate, motivate, and be remembered with Prezi, presentation software reimagined.

[INFOGR.AM](http://infoagr.am) Infogr.am is the world's most popular infographics creator.

HAIKU DECK Create inspiring presentations and set your story free with Haiku Deck, available for iPad and iPhone, or on the web.

DUNNNK Upload your designs and download a final mockup within seconds.

VIDEOSCRIBE VideoScribe is pure magic. Create your own whiteboard-style animations with no design or technical know-how.

EXPLAINIFY Remarkable videos for business. Explainify are experts in animated video production.

PLACEIT Make Beautiful Product Mockups & Videos with Placeit.

VIDEOBLOCKS VideoBlocks provides unlimited download access to over 100,000 clips of stock videos, backgrounds, AE templates and more!

VIDEOLEAN Create your product video in minutes, with Videolean.

DISSOLVE Dissolve provides royalty-free HD footage for your product demo.

STARTUP VIDEOS Startup Videos showcases the best explainer videos you can find on the web.

STARTUPLISTER Startuplister helps you generate traffic and exposure by manually submitting your startup to directories, review sites, & industry blogs.

[PRESSROOM.IO](https://pressroom.io) Pressroom.io is the most stylish and effective way to create and update a press page for your website.

[PR.CO](https://pr.co) pr.co is the PR toolkit you will actually love and use.

PITCHPIGEON Pitchpigeon is a pitch delivery platform for tech companies.

TINY PITCH Create and share great looking announcements from any device using just your email with Tiny Pitch.

JUSTREACHOUT JustReachOut is the easiest way for startups and individuals to find and pitch relevant reporters based on the best fit for topic.

LUKEWARM Lukewarm helps you build a list of contacts from Twitter, reach out via cold emails, and then track responses.

PRESSFARM Get a link to a journalist's email, bio and twitter with pressfarm.

NOUNCY Use Nouncy and create a landing page, build up support and launch it with a splash of social media posts.

PUBLICIZE Publicize wants to offer cost-effective PR solutions to entrepreneurs.

LAUNCHING CUSTOMER SUPPORT KATANA Katana turns your visitors into customers with real-time video directly on your site.

ZENDESK Zendesk is a leading cloud-based customer service software solution.

SQUARESEND Squaresend turns your mailto links into delightful feedback forms.

FRESHDESK Freshdesk is a cloud-based customer support software.

CASENGO Casengo offers super simple customer service software for email, live chat, and social media.

FRONT Front takes out the pain of shared inboxes (contact@, team@, jobs@...) by introducing collaboration in email.

USERVOICE UserVoice integrates easy-to-use feedback, helpdesk, and knowledge base management tools in one platform.

KEEPING Keeping is a Gmail extension that adds helpdesk functionalities to any Gmail account.

CLICKDESK Engage your website visitors with ClickDesk – a reliable combo of Live Chat, Helpdesk, Voice and Video tools for your website.

RETAIN.CC Send behavior-driven emails and in-app messages to your users, based on who they are and what they do, with Retain.cc.

CRAZY EGG Through Crazy Egg's heat map and scroll map reports you can get an understanding of how your visitors engage with your website.

GECKOBOARD Geckoboard is a real-time dashboard that gives you instant access to your most important metrics.

KISSMETRICS KISSmetrics gives you the insights you need to optimize your marketing.

OPTIMIZELY Optimizely is a website optimization platform that makes A/B and multivariate testing incredibly easy and powerful.

MIXPANEL Mixpanel is the most advanced analytics platform in the world for mobile & web.

CHARTIO Chartio is an award-winning interface to data.

SEGMENT Segment is a single hub for customer data. Collect your customer data in one place, send it anywhere.

UXCAM Capture and visualize user behavior data to improve the usability of your app with UXCam.

TREPScore TrepScore is An Intelligent Data Management System Designed For Entrepreneurs.

GOOGLE ANALYTICS Google Analytics is a web analytics solution that gives you rich insights into your website's data.

DISTIMO The #1 App Analytics and the most accurate App Data. Distimo is trusted by developers worldwide to track over 345,000 apps.

FLURRY Flurry helps 190k+ companies across 600k apps optimize the mobile experience for people everywhere.

LOCALYTICS Localytics is a closed-loop app analytics and marketing platform that helps brands acquire, engage, and retain users.

APP ANNIE App Annie is the leading provider of app store analytics, app rankings, and market intelligence.

COUNTLY County is a self-hosted/cloud mobile application analytics & push notifications platform, developed by data scientists.

TAPLYTICS Mobile A/B testing without App Store updates on iOS and Android. Run real time experiments and increase app revenue with Taplytics.

HEATMAPS Heatmaps is a lightweight iOS framework that tracks individual parts of user apps to collect taps, gestures, and device interactions.

VESSEL Make informed decisions with mobile AB testing, run A/B tests, analyze results and increase revenue with Vessel.

SEARCHMAN App Store Optimization & SEO Software, Made Easy with SearchMan.

VUE Make your entire team mobile analytics experts with VUE.

ASANA Asana puts conversations & tasks together, so you can get more done with less effort.

BASECAMP Basecamp is the leading web-based project management and collaboration tool. To-dos, files, messages, schedules, and milestones.

GOPLAN Goplan is an project management and collaboration tool for individuals and teams. Tasks, Tickets, Calendar, Time tracking and Documents.

PIVOTAL TRACKER Pivotal Tracker is an awesome, lightweight, agile project management tool for software teams.

BLOSSOM Blossom is a very lightweight project management tool that assists people in creating the products they love.

SPRINTLY Sprintly is an agile tool that powers a more productive relationship between development teams and their management.

WRIKE Wrike is an advanced project management & collaboration tools for Enterprise and SMB.

TEAMGANTT TeamGantt offers the easiest way to plan, track, and communicate on your projects.

CODEBASE Codebase is a software project management tool with Git, Mercurial and subversion hosting.

TALKO Talko is the best way to use your voice to get things done.

YAMMER Yammer is a private social network that helps employees collaborate across departments, locations and business apps.

SLACK Slack brings all your communication together in one place. It's real-time messaging, archiving and search for modern teams.

PODIO Podio is the online work platform. Manage, share, and get your work done smarter together with tools that work like you.

FLOWDOCK Flowdock is a team collaboration app for desktop, mobile & web.

QUIP Quip is a beautiful mobile productivity suite that enables you to collaborate on any device.

HIPCHAT HipChat is group instant messaging built exclusively for teams.

REALTIMEBOARD RealtimeBoard is your regular whiteboard, re-thought for the best online experience.

[JOIN.ME](https://join.me) join.me provides instant screen sharing tool for ad-hoc collaborations, trainings and online meetings.

SQWIGGLE Sqwiggle is a tool for instant tap on the shoulder remote discussions.

PRODUCTIVITY DO Do helps you run productive meetings. Do work you love.

FOUNDERSUITE Foundersuite provides you with tools to get startup sh*t done.

EVERNOTE Evernote designs apps and products that transform the way you work.

[ASSISTANT.TO](#) Assistant.to allows you to schedule in seconds all within email. No more back and forth. No double bookings. Get it now for Gmail. **FOCUS** Focus is a Mac app that blocks distracting websites so you can boost your productivity.

SLIMWIKI Wikis don't have to be ugly, complex and hard to manage. Welcome to the future of the Wiki, with SlimWiki.

MEETINGHERO MeetingHero makes it easy for you and your team to have highly productive, engaging meetings.

FOREST Forest is an app helping you stay away from your smartphone and stay focused on your work.

1PASSWORD 1Password is a password manager and secure wallet for Mac, Windows, iOS, and Android.

TIMEFUL Timeful gets things scheduled so you can get them done. Get intelligent assistance and make the most of your time.

DOORBELL Easily gather in-app user feedback, on websites, iOS apps, and Android apps with Doorbell.

USERSNAP Usersnap is a visual bug tracker for everyone working on a web project.

BUGHERD BugHerd is the easiest way to collect client feedback, resolve issues and manage your projects.

LIGHTHOUSE Lighthouse will help you keep track of your project development with ease.

TAPERECORDER TapeRecorder is an SDK that allows you to record what users are doing in your app.

JIRA Track and manage everything with JIRA project and issue tracking software by Atlassian

[PROMOTER.IO](#) Easily measure your Net Promoter Score with Promoter.io

CRITTERCISM Run faster, better and smarter apps with Crittercism's mobile application performance management.

ROLLBAR Rollbar collects and analyzes errors on web and mobile apps so you can find and fix them faster.

BUGCLIPPER Report issues directly from your app, with screenshots, screen recordings and crash videos with BugClipper.

TICTAIL Tictail is an ecommerce website for everyone.

SHOPIFY Build your online store with Shopify's ecommerce software and easily sell in person with Shopify's iPad POS.

SEOSHOP SEOshop is a hosted ecommerce solution that allows you to set up and run your own online store.

NEAR ME Near Me is a peer-to-peer commerce solution enabling anyone to setup their own branded marketplace.

BIG CARTEL Big Cartel is a simple shopping cart for clothing and tee designers, bands, record labels, jewelry makers, crafters, and other artists.

SQUARESPACE Squarespace lets you easily create a fully integrated ecommerce website and accept payments instantly.

LEMONSTAND Grow beyond the limits of shopping carts built for part-time merchants with LemonStand's eCommerce platform.

SPACES Create landing pages integrated with payments in no time, with Spaces, for free.

GUMROAD Gumroad enables creators to sell directly to their audience – so that they can make a living doing what they love.

HIGHWIRE Highwire Commerce allows you to create your own online store in just minutes!

CHARGE BEE ChargeBee is an affordable subscription billing & recurring billing solution for online web apps.

RECURLY Recurly offers enterprise-class subscription billing for thousands of companies worldwide.

ZUORA Zuora's cloud technologies helps companies build subscription business models by establishing recurring customer relationships.

STRIPE Stripe is a developer-friendly way to accept payments online and in mobile apps.

CHARGIFY Chargify simplifies recurring billing for Web 2.0 and SaaS companies.

PAYMILL Paymill is the fastest and easiest way to accept payments online.

PLASSO Plasso makes accepting and making payments quick & easy.

WEPAY WePay is designed for platforms like marketplaces, crowdfunding sites & small business tools.



The advertisement for e-learning for kids features a central image of a smiling woman leaning over a laptop, with a young boy and girl looking at the screen. To the right, two smaller circular images show children interacting with technology. The background is a vibrant yellow with orange and white abstract shapes. A logo in the top left corner reads 'e-learning for kids' with a colorful pixelated icon. A green oval on the right contains three bullet points: 'The number 1 MOOC for Primary Education', 'Free Digital Learning for Children 5-12', and '15 Million Children Reached'. At the bottom, a paragraph provides details about the foundation's mission and contact information.

About e-Learning for Kids Established in 2004, e-Learning for Kids is a global nonprofit foundation dedicated to fun and free learning on the Internet for children ages 5 - 12 with courses in math, science, language arts, computers, health and environmental skills. Since 2005, more than 15 million children in over 190 countries have benefitted from eLessons provided by EFK! An all-volunteer staff consists of education and e-learning experts and business professionals from around the world committed to making difference. eLearning for Kids is actively seeking funding, volunteers, sponsors and courseware developers; get involved! For more information, please visit www.e-learningforkids.org.



BRAINTREE Braintree is the easiest way to accept payments online and on a mobile app. Apply online, instant approvals.

COINBASE Coinbase is the simplest way to buy, use, and accept Bitcoin.

OUTSOURCING

ODESK Find freelancers and freelance jobs on oDesk.

99DESIGNS 99designs is the world's largest online marketplace for design.

TOPTAL Toptal is a marketplace where start-ups connect with top software developers.

FOLYO Folyo helps startups find great designers by connecting them with a curated list of talented freelancers.

GIGSTER Hire a quality developer for your project in under 5 minutes with Gigster.

FIVERR Fiverr is the marketplace for creative & professional services.

ZIRTUAL Zirtual is a virtual executive assistant service that matches busy people with dedicated personal assistants.

CREATIVE MARKET Creative Market is a platform for handcrafted, mousemade design content from independent creatives around the world.

CLARITY Clarity is your lifeline that instantly connects you with battle-tested advice from entrepreneurs.

ELANCE Find rated web developers, mobile programmers, designers, writers, translators, marketing pros, virtual assistants and more with Elance.

RAISING CAPITAL

ANGELLIST AngelList is where the world meets startups.

DEALROOM Dealroom gives you direct and secure access to the world's most sophisticated investors at your fingertips.

GUST Gust connects startups with the largest collection of investors across the world.

SEEDINVEST SeedInvest is a leading equity crowdfunding platform. They help startups raise capital online in a simple, streamlined way.

THEFUNDED TheFunded is a guide to help entrepreneurs find the perfect funding source for their business. F6S f6s is where startups grow together.

ASK THE VC Standard forms of documents used for early stage financings, provided by Ask The VC.

[CAPTABLE.IO](#) Captable.io is a simple tool for recording and sharing your startup's capital.

SHAREWAVE Sharewave is the best way to manage shareholders.

FOUNDERS Calculate Founders Equity with the Foundrs calculator.

MY VC Update My VC is a modern guide to keeping in touch with your investors.

HOCKEYSTICK Hockeystick gets investors engaged and active.

SEEDERBOARD Seederboard is a communications platform which helps companies in funding stages between seed and IPO.

SHARKBOARD Sharkboard connects unlisted companies with their stakeholders.

CODING VC A template for your update emails to your investors.

XTENSIO Show your company's strengths, latest information and progress with Xtensio.

VISIBLE Visible takes the pain out of reporting.

OPSTARTS Opstarts makes planning and forecasting simple.

REPORTALLY Reportally offers investor reporting and board governance for startups and SMEs.

GROW Grow is the simplest BI dashboard software available.

LEADGENIUS LeadGenius provides delightfully simple sales and marketing services for your growing business.

[CLOSE.IO](#) Close.io is the inside sales CRM of choice for SMBs.

RECEIPTFUL Start increasing your Customer Lifetime Value for free today with Receiptful.

FILEBOARD Present, ScreenShare and Track Results from your Slide Decks and Live Sales Calls with Fileboard.

MATTERMARK Mattermark provides the leading research tools for understanding the world of private companies.

VOILANORBERT VoilaNorbert aims to help people find anyone email address by only having their full name and company domain.

SIDEKICK Sidekick is a free service that gives you email superpowers with contact insights, email tracking, and email scheduling.

SELL HACK Use Sell Hack To Extend Social Profiles with a HACK IN button and uncover more data.

SPARTA Sparta helps sales teams drive revenue growth and reach their potential with a simple to use sales gamification platform.

FULLCONTACT FOR GMAIL Know everything about your Gmail contacts, right from your inbox with FullContact for Gmail.

STREAK Streak is the easiest way to manage business processes in Gmail.

PARDOT Pardot provides no-hassle marketing automation.

HIGHRISE Highrise is your secret weapon to track tasks, contacts, and notes.

INTERCOM More than 4,000 web and mobile businesses use Intercom to connect with customers. They have live conversations inside their products and send targeted email and in-app messages, triggered by time or behavior.

REFRESH Discover common ground for better conversations with Refresh.

VTIGER Vtiger helps small and mid-sized businesses become more customer centric.

RELATEIQ RelateIQ is rethinking customer relationship management to help you drive more revenue.

CONTACTUALLY Contactually automatically reminds you to stay connected with your top leads.

CHARLIE Charlie automatically briefs you on people before you see them.

CRM LEGAL TERMSFEED Generate Privacy Policy, Terms and Conditions with TermsFeed.

CONTRACTUALLY Use Contractually to keep momentum in your business by collaborating online with your business partners and customers.

ROCKET LAWYER Manage all of your legal needs online with Rocket Lawyer.

SNAPTERMS Snapterms is a simple, fast and effective solution for terms of service, privacy policies and more for your website.

DOCRACY Docracy is the web's only open collection of legal contracts and the best way to negotiate and sign documents online.

LEGALZOOM LegalZoom is the nation's leading provider of personalized, online legal solutions and legal documents for small business owners and families.

STARTUP DOCUMENTS Startup Documents streamlines the incorporation and legal document process for founders and lawyers.

UPCOUNSEL Get high-quality legal services from top business attorneys at reasonable rates with UpCounsel.

DOCSTOC Docstoc provides the best quality & widest selection of documents and resources to start and grow your small business.

DOCUSIGN Securely sign and manage documents online from any device with DocuSign.

[**SUSH.IO**](https://sush.io) Sush.io, All your SaaS and Online apps. Get Business Analytics with smart automations!

FREE INVOICE GENERATOR Easy to use free invoice template to create invoices in PDF.

FRESHBOOKS FreshBooks is the #1 cloud accounting solution.

BALLPARK Thousands of small businesses use Ballpark to send invoices, receive payments, bid on projects, and keep their team on the same page.

FREEAGENT FreeAgent is accounting software for small businesses and freelancers.

EXPENSIFY Expensify is the best expense reporting app on your phone & web.

STARTUP FINANCIAL MODEL The Startup Financial Model walks you through the important questions of creating a credible financial plan step-by-step.

ZENPAYROLL ZenPayroll is the most delightful – and only – payroll service you'll ever use.

CHARGEDESK Use ChargeDesk and integrate Stripe, Braintree, WePay & PayPal with Zendesk.

RECRUITEE Recrutee is a collaborative hiring platform. It combines four products in one: employer branding, job promoting, talent sourcing, and applicant tracking.

HOMERUN Homerun enables your company to create authentic job openings, receive richer applications and review applicants faster and more effective.

KIN Kin HR Software streamlines HR for your entire team.

PLAYBOOK HR Playbook HR offers an applicant tracking system for independent workforces.

NAMELY Namely is the leading end-to-end HR, payroll, and benefits platform for growing companies.

WORKABLE Workable is a beautifully simple tool to advertise jobs and make better hiring decisions with your team.

[LESSON.LY](https://www.lesson.ly) Lesson.ly is the easy training software.

LEVER Lever is a modern web app for organizing your hiring.

THE RESUMATOR The Resumator's applicant tracking system & resume database will help you make great hires every time.

TYBA Tyba matches fast-growing companies with the talent that'll drive them forward.

Podcasts:

THE GUESTLIST PODCAST: iTunes Voted new and Noteworthy show telling the story of a startup while interviewing successful startups.

HR LEARNING STARTUP PODCAST StartUp is a podcast series about what happens when someone who knows nothing about business starts one.

STARTUPSANONYMOUS StartupsAnonymous is a place for startups to share stories and ask questions anonymously.

DORM ROOM TYCOON Dorm Room Tycoon is the podcast show that interviews the world's most influential innovators.

UDACITY Udacity online courses bridge the gap between real world skills, relevant education, and employment.

HOW TO START A STARTUP Everything we know about how to start a startup, for free, from some of the world experts.

MIXERGY Mixergy is where entrepreneurs & authors – Seth Godin, Guy Kawasaki, Paul Graham, Eric Ries, Barbara Corcoran & more – teach ambitious upstarts.

GOOGLE VENTURES LIBRARY Get advice on everything from product management to workspace design, inside the Google Ventures Library.

STARTUP{ERY Startup{ery gathers and organizes the best resources to help you build your business.

ROCKETSHIP.FM Learn about product development, funding, bootstrapping, sales, and growth via Rocketship.fm.

THIS WEEK IN STARTUPS Tech entrepreneur Jason Calacanis hosts discussion of the startup news that matters.

FOUNDATION Foundation is a monthly video series interviewing influential founders in the tech community.

STARTUPTALKS StartupTalks is procrastination for professionals.

50 GROUNDBREAKING STARTUP IDEAS 50 startup founders discussing the origins of their ideas.

GROWTH HACKER TV Trying to grow a startup? Hustlers don't watch cable, they watch Growth Hacker TV. New episodes released weekly.

SANDWICH VIDEO Sandwich Video makes videos, mostly for neat tech products.

#STARTUPMOVIES #StartupMovies offers the best movies, series and geeks documentaries featuring startups and entrepreneurs.

SMALL EMPIRES Small Empires is The Verge's weekly show on rising startups.

VIDEOS RESOURCES

THE #ASKGARYVEE SHOW You ask questions, Gary Vaynerchuck will try to answer them.

STARTUP GRIND VIDEOS Startup Grind is a global startup community designed to educate, inspire, and connect entrepreneurs.

BLOGS THE HOW A new approach to startup management from field-tested entrepreneurs.

FELD THOUGHTS Brad Feld is a VC at Foundry Group and invests in software and Internet companies around the US.

VENTUREBEAT VentureBeat is the leading source for news & perspective on tech innovation.

VENTURE HACKS Startup advice from the founders of AngelList (@nivi and @naval).

FIRST ROUND BLOG First Round is a seed-stage venture firm focused on building a vibrant community of technology entrepreneurs and companies.

BEN'S BLOG Ben Horowitz is a VC at Andreessen Horowitz and the author of the book "The hard thing about hard things".

BOTH SIDES OF THE TABLE Mark Suster is a 2× entrepreneur turned VC. He is a partner at Upfront Ventures, focused on early-stage technology companies.

SAM ALTMAN'S BLOG Sam Altman is an entrepreneur, programmer, venture capitalist and blogger. He is the president of Y Combinator.

CHRIS DIXON'S BLOG Chris Dixon is a General Partner at Andreessen Horowitz.

SPRINGWISE Springwise scans the globe for smart new business ideas, delivering instant inspiration to entrepreneurial minds.

NEWSLETTERS LAUNCH DIGEST Launch Digest brings you lessons learned from product launches.

LAUNCH TICKER The LAUNCH Ticker is a daily newsletter that curates the top stories in tech everyday.

THE MATTERMARK DAILY Get first-person accounts of entrepreneurship with The Mattermark Daily.

SIDEBAR Every day, Sidebar delivers you the 5 best design links curated by a selection of great editors.

IOS DEV WEEKLY The Best of iOS Development, Delivered Weekly, for free.

THE UX NEWSLETTER. Stories about designing, researching and building all things MailChimp.

HACKER NEWSLETTER The Hacker News Newsletter.

LETTERLIST Discover Awesome Newsletters.

CHARGED Charged is a handcrafted newsletter with the most interesting stories on tech/startups.

THE SUNDAY DISPATCHES Weekly articles to help you be a better creative. Building/Coding Tools – Learn To Code Codecademy – FREE – interactive code tutorials.

VISUAL.LY – Infographic creating tools and marketplace.

StatWing – Data visualization tools. **Tableau Public** – Data visualization and

infographic creation tools.

Infogr.am – Infographic creation tools. PiktoChart – Infographic creation tools. Graphic Design – Tools & Resources Pixlr – Free – Web-based photo/image editor. A lot of functionality, but does not save or open many PS or vector formats. Good for simple edits on a computer or device you don't normally work on.

Pinta – Open-Source – Pretty robust tools/effects. I haven't ever used Pinta, but it looks solid, and I have heard nothing but good things.

Paint.net – Open-source – This I have used. As far as a free PS alternative goes, Paint.net is as good as it gets. Huge dev. community and tons of extensions, plugins, and brushes. Pixelmator – \$14.99 – PS alternative for Mac OS X. I haven't used Pixelmator, but it looks pretty robust, and at 15 bucks it is super affordable.

Inkscape – Open-Source – Vector graphics editor. More of an alternative to Corel or Illustrator than PS. Pretty functional, and easy to use.

Gimp – Open-Source – Robust PS alternative that supports nearly every PS and vector format.

3DVIA Shapes – Free – 3D shape and image creator/editor. Cheaper and Free Photoshop and Illustrator Alternatives Designspiration – Sort-of Pinterest for designers.

David Airey – Blog of a brand-identity designer. Lots of interesting insights. Design Milk – Design blog tracing new and interesting work across all mediums.

SmashingMagazine – Awesome design resource. Put this in your bookmarks right now!

WebDesignerDepot – Design blog.

TwistedSifter – Similar to Design Milk, but with a different presentation and focus.

Abduzeedo – Design inspiration and tutorials.

Dribbble – Show and tell for designers.

Hunie – Hunie is an invite-only design community. It is similar to Dribbble, but more constructive and more feature-rich. Inspiration and Design Communities

Wikipedia's huge list of Public Domain Image Resources [rgbstock](#) – Completely free.

FreeRange – Free after sign-up.

EveryStockPhoto – Free after sign-up. Pixabay [morgueFile](#)

VectorFinder – A stock image search engine.

Most NASA images are free to use – here are the usage guidelines.

123RF – Cheap royalty free images.

Designious – Cheap vector packs, Photoshop brushes, and hand drawn illustrations.

MediaLoot – Cheap vector packs, textures, icons, and other images.

UrbanFonts – Tons of free and paid fonts and dingbats.

[dafont.com](#) – Free, public-domain, and demo fonts.



The advertisement for Factcards.nl features a dark grey background with the site's logo at the top left. Below the logo, a text block asks if the user is working in academia, research, or science and if they have thought about working and moving to the Netherlands. Five colorful cards are displayed: 'Arriving' (yellow, 33), 'Living' (green, 50), 'Studying' (red, 51), 'Working' (orange, 101), and 'Research' (purple, 50). To the right, a light grey box contains text explaining that the site offers career information in the Netherlands, categorized by arriving, living, studying, working, and research. It notes that the information is freely accessible from smartphones or desktops. A blue button at the bottom right says 'VISIT FACTCARDS.NL'.

FACTCARDS

Are you working in academia, research or science? And have you ever thought about working and moving to the Netherlands?

Arriving 33

Living 50

Studying 51

Working 101

Research 50

Factcards.nl offers all the **information** that you need if you wish to proceed your **career** in the **Netherlands**.

The information is ordered in the categories arriving, living, studying, working and research in the Netherlands and it is freely and easily accessible from your smartphone or desktop.

VISIT FACTCARDS.NL

Google Fonts – Tons of open-source fonts.

FontFeed – Premium fonts and recommendations.

Stock and Public-Domain Images and Font/Typography Resources

Apslar – Analytics and advertising platform. Placed – Location analytics for mobile.

Appboy – Customer engagement and analytics platform.

Mixpanel – Engagement analytics.

Kontagent – Customer intelligence and segmentation.

UserMetrix – Engagement and use analytics.

Tracelytics – Stack application tracing.

Metricfire – Application metrics as a service. CRM and Analytics/Metrics Tools hull – Social apps creator – TechStars Boulder 2013. Mobile Roadie – Robust turnkey app creator.

Appery.io – Turnkey apps for enterprise.

AppBreeder – iPhone app templates.

BiznessApps – Apps for SMBs.

Turnkey Mobile Applications

List.ly Listnerd Interactive Lists

HARO (Help A Reporter Out) – Source or be a source.

Pew Research Center – Tons of data sets and info.

Amazon's Public Data Sets – Easily integrated into AWS Apps and sites.

SBA.gov – U.S. Small Business Administration's data sets.

Data.gov – U.S. Govt's public data sets.

BigML blog post – Tons of links to data sets.

SourceBottle – Connecting sources with journalists.

World Bank Data Sets – International econ. data and statistics.

IMF Data Sets – International econ. data and statistics.

Sourcing, Data, and Research Tools YourVersion – Content discover/bookmarking around topics.

Trapit – iOS app that learns and adapts its discovery process to your tastes.

digg Alternion – Aggregation/discovery tool.

StumbleUpon – Pure content discovery. Pick some topics and start stumbling. The platform adapts to your thumb-ups and downs to bring you the content that you want.

Discovery SimplyHired, Indeed, Monster, Craigslist, LinkedIn – The usual job-listing suspects. Dice.com, TechJobs.com, – Job boards exclusivity for tech sector jobs. AngelList Jobs – Angel.co's talent portal. Inside Startups – Pretty cool website that allows you to take a deeper look at startups, and post and apply for jobs.

Social Check – A tool that gives you deeper insights into applicants and potential employees.

InternMatch – Find a great intern.

GroupTalent – Find a great developer or designer.

Recruiterbox – Recruitment software.

InterviewStreet – Interactive test/challenge to find the right coder. 37Signals Job Board – List or apply to many programming jobs. Guru, Freelancer, Elance, oDesk – General tech-focused freelance databases. 99designs, CrowdSpring, DesignCrowd – Graphic design specific freelance databases. Hiring and Outsourcing

Famous business people and their favourite resource:

Krisztina Holly recommended Matrix – Ita Software by Google
[Shelley Davidescu](#) recommended Acuity
Jacob Hiller recommended Asana
Charles Lew recommended Yelp
Ed O’Keefe recommended Swift
Chris Dufey recommended Slack
Chris Cooper recommended Lift
Camille Macres recommended [pzizz.com](#)
Tanya Smith recommended Todoist
Daryl Urbanski recommended Ghostery
Rohit Bhargava recommended Sane Box and Viber
Mike Dooley recommended TripIt
Deacon Hayes recommended Mint
Jimi Page recommended MindSnacks
Rob Bence recommended Trello
John Assaraf recommended Stealth Seminar
Paul Colligan recommended Drafts
Jim Palmer recommended Highrise
Gretchen Rubin recommended Scrivener
Athena Yap recommended Elance
Jon Ferrara recommended Zite
Marie Forleo recommended Join.Me
Nick Peall recommended CopyBlogger
AJ Roberts recommended Pixlr
Roger Lee recommended Dropbox
Aaron Kahlow recommended Zite
Andy Drish recommended NVALT
David Wood recommended Blue Host
Jacob Sokol recommended Asana
Dan Martell recommended HipChat
Michael Crosson recommended 99Design
Lisa B. Marshall recommended TextExpander and TextBroker
Gideon Shalwick recommended Mind Meister
Daniel Radcliffe recommended UltraLingua
Los Silva recommended Trello
Larry Benet recommended Google Voice and Around.Me
Heather Carson & Renee Warren recommended HipChat and Clarity
Srinivas Rao recommended MacJournal
Jeff Eckerle recommended Kona

Clay Collins recommended Leadpages
Dan Andrews recommended Ning
Scott Skinger recommended 15Five
Rabet Brown recommended iBrainstorm
Lisa Parmley recommended InfusionSoft
Andrew McCauley recommended MySpeed
Jim Kukral recommended TimeTrade
Terry Lin recommended Anti-Social
Antonio Centeno recommended ActiveWords
Garrett Gunderson recommended Omni Focus
Chris Farrell recommended Voxer
Kyle York recommended Trendslide.com
Brian Bagnall recommended VirtualPostMail
John McIntyre recommended TextWrangler
Caelen King recommended SEOmoz
Ralph Quintero recommended RememberTheMilk
Damian Thompson recommended Trello
Rich Horwath recommended Mindjet.com
Rick Mulready recommended Boomerang Calendar
Robert Greene recommended Rapgenius.com
Erick James recommended RescueTime
Breanden Beneschott recommended Collabshot.com
J.D. Roth recommended Dropbox
Dave Kerpen recommended Buffer App
Vanae recommended Asana
Peep Laja recommended Google Analytics
Gene Hammett recommended Google Apps
Anna Akbari recommended Google Docs
Marni Battista recommended Twitter
Derek Weber recommended Mavenlink
Jason Sadler recommended Email
David Siteman Garland recommended LeadPlayer
Brent Gleeson recommended SEOmoz and SearchEngineLand
Lewis Howes recommended Hootsuite.com
Melanie Duncan recommended Basecamp
Laura Waage recommended Vocaroo.com
Will Swayne recommended Trello.com
Desiree Vargas Wrigley recommended Posterous
Bea Arthur recommended Quora.com

Mitch Gordon recommended SEOmoz
James Altucher recommended Galaxy Note II
Jonathan Fields recommended Asana
Aaron Holland recommended Simplify Supper, Trello and Markup.io
Trevor Page recommended Google
Becky Mckinnell recommended Harvest
Brendon Sinclair recommended Skype and Basecamp
Sheila Viers recommended iCalendar
Charlie Gilkey recommended GoToMeeting
Shane Snow recommended Corkboard.me
Tim Ferriss recommended Uber, Task Rabbit, Lift and Duo Lingo
Amy Clover recommended Google Docs
Adam Franklin recommended Google Reader and EverNote
Tracy Osborn recommended Twitter
Jason Falls recommended DropBox and EverNote
Scott Dinsmore recommended Things
Johnny Truant recommended Scrivener and Google Calendar
Ryan Waier recommended HootSuite
Nichole Kelly recommended Rappel
Joe Pulizzi recommended Endomondo
Erik Fisher recommended WorkFlowy
Ric Dragon recommended 15 Five
Nikhil Arora recommended Pandora
PJ Jonas recommended Workflowy.com
Dan Miller recommended Instagram
Jim Belosic recommended MailChimp
Pam Slim recommended Instagram
GuyKawasaki recommended Google+
Tammy Levent recommended LinkedIn
Pace Smith recommended MediaWiki
Ryan Lee recommended Basecamp
Seth Godin recommended Dispatch.io
John Jonas recommended JingProject
Dustin Maher recommended Fivvr
Jay Baer recommended BufferApp.com
Ryan Holiday recommended Blogs
Barrie Davenport recommended Think Traffic and Smart Passive Income