

# **Don't Buy a Starting a Business Book if it Can't Meet These Crucial Criteria**

According to a 20-member International Government document called 'The Gem Report' published in The Washington Post in November 2008, 2009 is going to produce a massive increase in the number of people that head towards self employment and open their **own business**, factory or store.

**Starting a business** would be the dream of probably most people if the truth was known, but a lot of caution about asset and income security along with worry they 'might not be able to do it' holds far too many back. Many of these fears are not really valid and some sensible research would open many opportunities.

The fact is, with just a little **quality guidance** from the right sort of **Business Start Guide**, along with **expert support** and a few other important factors, two great things would happen.

- Many more people would readily become involved in their own **self-motivating business**.
- Far less **business start-ups** would go broke and lose out.

The 20 Governments that worked out the above mentioned report have only actually 'authenticated' what anyone with a brain knew anyway:- If we keep wanting more for less and only buy cheap imports, businesses have to retrench.

Retrenched people have to either live on nothing or create self employment opportunities through **starting a business**, but in reality this an extremely beneficial result for the economy in the longer term.

It's well accepted that worldwide, in most developed nations **small business** is responsible for around 75% of GDP and makes up the biggest employer group by a good mile.

Obviously then, the more people you can encourage to **start a business** then the better off a nation will be, despite that almost 90% of those **starting a business, under current statistics**, will fail in their first year, generally because of just two very simple factors.

- Lack of **experienced** training, guidance & ongoing support.

- Lack of guidance regarding personal asset protection.

All in all the marketplace and libraries are filled with various sites and **guides** offering to **help** with **Launching a Business**, but we can only suggest some homework and careful considerations are taken well before making a purchase, as the quality of any information and advice offered could be crucial to your **business success** or failure.

If some attention is paid to any book index of content and the author biography it needs to satisfy several criteria that I list below, as each of these will be important to your future.

- Author direct commercial experience in various **businesses**
- Author biography and background experience listed
- A clear and ongoing direct **support** facility
- A clear and ongoing **mentoring** facility
- Direct email, telephone and postal contact information
- **Prepare-to-Start-Up** Chapter(s) and research suggestions
- Example, instruction and reason to create a **Business Plan**
- Examples and instructions to create an **Income Projection**
- A self-fill automatic **Income Projection** calculator
- An automatic Profit & Loss Generator
- How to calculate Break-Even point
- How to cost Products or Services and set prices
- Clear recommendations regarding **safety of personal assets**
- Clear **Business** structure recommendations
- Advice regarding **Business location** considerations
- Advice regarding building rental and lease negotiation
- Advice regarding personal guarantees
- Advice regarding market location
- **Business launch** information
- Advice regarding **staff assessment and employment**
- An advertising calculator to generate true cost info
- Advice regarding market-share gaining methods

These are by no means all that should be available to anyone newly aiming to **start a business** of their own, but from my own experience I feel these to be quite fundamental, as between them they will ensure you are prepared to **start a business** before you actually engage in a **business launch** and also have some expertise available for any questions.

They will allow you to have a decent and realistic knowledge of how much will be required to initiate activities, what space

and where, what to pay for it, what not to sign, how to be extremely asset safe, where to locate customers, what not to accept, calculators to calculate your **business costs**, P&L, product costs, prices and margins, to understand how not to lose money advertising and various other incidentals that will make you quickly familiar with how it all ties together, stays safe and provides a sensible growth path.

For the sake of a few dollars invested in a high quality **Business Launch Guide** you could readily uncover if the dream can be prepared for the time you decide to do it.

**Nathan Howard**: An Entrepreneur, manufacturing & systems analyst, consultant and mentor with 30+ years experience starting, running & developing successful businesses. To gain some invaluable insight and structure for your own journey forward, visit [With Your Success In Mind](#) for more information on [Starting A Business](#).