

Things to Consider Before Launching a Business

In the main, when a person decides or is forced by circumstances to consider **starting a business**, they either seek out a professional accountant or whatever, or check out all the **Launching a Business** books they can find and study the contents or go with their gut feelings and make a **business start** pretty fast with little preparation at all.

Seeing as international statistics show that first year new business closures are around 95%, this means that for every 100 starting only 5 are still pottering along after one year. Sadly three of those are soon to be heading for the statistical axe too. Mind you, most of these first failures are brutally quick and are 99% made up of bad planners some way or another.

Anyway, let's forget them all as you won't fail will you? If you want to massively reduce that possibility, and you can, then there is some personal homework to be done first...by you, NOT by another. This will be to **a)** Find yourself a really top quality **Business Launch Guide** and make sure it is by a **business experienced** author.

b) Check the bio, experiences, articles and skills. Read the index of contents and be sure what you see is what you need to learn properly. Ensure there are free tools and **mentor** support to help you manage and grow to **maximum success**.

c) Read the book twice and highlight what you know is addressed to you. Follow the sequenced instructions so you are building a logical feel for what and why you are doing things.

If you managed to track down the right **business launch** publication you should have learned a lot, executed some research, created an **Income Projection**, developed a business plan and apart from now being a lot more savvy you would have saved up to \$10,000 on a consultant doing it for you (where you would have learned nil)

The price you pay for the skills to **succeed** are to be made in the first solid month of homework. These will provide real knowledge, proxy **experience** and a cold hard look at your initial dream **business** idea. It may have changed but you will still be **Starting a Business**, but a better one now.

The next item you will HAVE to consider will be business structure, which again you can basically manage by yourself with the right Business Guide and save another \$4,000 (I did).

Disregarding the legal and tax implications of whatever structure others will leave you to ponder aimlessly, the cruel facts you MUST think on are actually less about your first tax return and a whole lot more about the security of you, your personal assets and personal work and maybe capital input.

Again, if you own the right Business Launch Guide this issue will go away as a problem. There are ways to be protected where an insurance policy can't go and this needs to be spelled out to you. To be safe you MUST plan to be safe from the start.

You can even make money from being safe, so there's a bigger incentive. However, much as I would love to tell you the secret to all this now, like you already know, all knowledge has a value greater than any asking price.

If you have located the best of Business launch Guide, once you have taken yourself through it you should be well armed to either initiate your test-marketing or establishment phases, deal with your bank manager or accountant.

Whatever, you should now be in the position where your chances of failure under the current trends should be reduced to the order of maybe, if your attention slips, of 20%. Only you can make it zero.

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