

# Starting A Business - What You Should Know That Isn't In The Text Books

**Starting a business** for most conjures visions of long hours of education, planning and networking which is information that possibly can be part obtained from the average business textbook at your local library.

What isn't so easily obtained, what you really should know is the information that isn't in the text books and if it is, it is only skimmed over in lieu of more so called, "important topics".

Full **Self Employment**, in the sense of **owning a business** that is all yours, that you have to be responsible for and perhaps also for others and their income, is not for the indolent, greedy or 'wishers', but is more for those with a positive outlook, an ethical foundation and a focused ambition.

What isn't in the text books?

**Starting a business** isn't about just economics or break-even point or only about **making money** for that matter. Creating a business based on your dreams, your inspiration and your vision goes well beyond anything that a textbook could ever teach you and for each of us differently, borders on something personal. It would indeed be rare that it was planned as other than a long-term project.

I doubt there would be many that initiate their own self-realisation by going through the often difficult constraints of establishment work of **starting a business**, to do so for **power, prestige and wealth** as their objectives. High income certainly would be an aspiration and goal but somewhere deep inside this process requires you to express yourself through your business much more realistically.

Of course, this point alone can't take account of the multitude of business models available, nor the amount of other variables that have to be arranged to create a robust model, based entirely upon each individual need, purpose and independent constraints.

What generally isn't in the run of the mill business textbooks though that perhaps should be, (if it were it would certainly have the potential to make for a better business model and likely more success), is to attempt to instill within future business owners that a business needs to represent clear and decent ideals and values of service to its clients. These ideals must be clear, precise, fair, realistic to expect, built democratically where others are directly involved, and shared. Those that are fundamental to the daily operations of a particular business must be agreed to because they are mutually developed.

A business of any nature, by it's very need for interaction with others to actually exist (by necessity requiring management, operators, suppliers and buyers at some level) must clearly establish very early in its life a clear and robust policy on its corporate

profile, its operational and client policies and relationships and its staff policies.

Personally I'm more inclined to believe these issues should be taught at school even before getting to such idiotic matters as tax and laws, simply because they hold the pie together. Good relationships are the glue that good business is built on by cooperation at every level.

With my own policies established this way in a newish manufacturing plant I once took on, production rose by around 30%, theft zeroed, waste near ceased, I gained preferential supply deliveries and on time payments. These combined to allow me to pay COD for purchases for COD discounts, deliver rapidly and pay bonuses to content staff.

A business isn't an island. It is not immune from outside perceptions or influences if it wishes to trade. As a business grows, simply having a set of printed rules/policies to refer to and regularly update to suit new conditions, business activities or directions will ensure that a 'reasonable' set of conditions are maintained throughout its commercial life. Hopefully to this end the consumer will be considered.

Finally, **starting and running a business** is usually more about an act of emotion, enthusiasm, self-expression and opportunity for self actualisation than it will ever be about making huge sums of money (certainly in the earlier stages this would be). If any readers have ever set up and started their own business they will recall the deciding moment as something very special.

Making the decision to build, run, grow and maintain a business is not in any text books. Much of the operational aspects indeed are, as are many details regarding legal responsibilities.

Developing your own version of a world-class operation should be the starting goal and the continued goal. It should always be a pleasure to go to and prosper through and lastly, I can but highly recommend that you acknowledge there are always smart folks out there begging to help you reach your ambitions...and you should seek them out.

Finding an experienced business mentor with **proven real world knowledge** and honest ethics would do any business a power of good. They can show the proper way to start, run and **maintain a business** and ensure you run into fewer obstacles, so if you locate such a person and the relationship is good, use them as the **foundation of your business**, rather than simply books.

The first step in your journey to **being an entrepreneur** and **starting a business** of your own is to ensure you set the plans to make your path forward clean and clear. I would seriously suggest you visit several banks in your area and ask for their business pack, as these will help you with business plans, cash flow forecasting and funding expectations. Business plans have the ability to make you think and focus on details that you otherwise can forget or not consider relevant. I consider production of a business plan as being the very first step in your journey forward and crucial to your immediate functions.

Make no mistakes about it, what is called 'education' is valuable but I would like to perhaps adjust the phrase to be 'the gathering or availability of experienced knowledge'. This to my way of thinking is *Far, Far* more valuable than mere mnemonic training and a darned sight quicker to access if you find the right people. So yes, 'education' in your field of enterprise is crucial for **you to succeed** but acquired or supplied from **proven real world experience** is invaluable.

For you to ponder:

If you go about your life believing deep down that you are not worthy to be where you are aiming, or that you will probably not succeed, the great contradiction in life is that **you will succeed.**

**You will indeed succeed in your deep belief that you will fail!**

Think about it.

It is not what you want that will come to be, but what you truly believe you can achieve, that comes about.

**Nathan Howard** is a Business Entrepreneur, consultant and mentor with over 30 years experience at starting and running successful businesses. He has developed a unique step by step process for commercial success that will take any new or established venture to the next level. To begin the journey to taking control of your own future, visit [With Your Success In Mind](#) for more information on [Starting A Business](#).