

What an Effective Business Start Guide Must Provide

The purpose of a **Business Start Guide** is predominantly common. The aim is to set out a series of must-do preparatory stages and steps to take a new **entrepreneur** from being more or less bewildered by the machinations of **starting and running a business**, into a position of having more confidence in their own ability to make their first **business start** become a **maximum success**.

Unfortunately there are many types of publication, some written from experience but most are from schooled and unschooled theory.

An effective **Business Start Guide** needs to offer a newbie many things, preferably starting from position of actual experience from an author that has actually taken these steps themselves.

One of the early points that is often missed is to get a reader to take a serious in-depth study of themselves, their attitude and purpose in seeking **self-employment**, what they need out of any **business start**, what they need **to succeed** and what they can put into it financially or as time, equipment, facilities, space and various other resources.

The purpose is to establish early their determination, ability and even suitability to proceed and by information ensure they approach their new potential career as a commercial decision and not with an entirely natural elated enthusiasm, which can certainly blind them to the realities of taking this fantastic step into **business launch** and perhaps cost them too.

The second step is to ensure the new **entrepreneur** gains an understanding of their intended market, where it is, size and potential, how to find it, acquire it, how to prepare to acquire it, how to service it and how to compete profitably.

In order to do this they will need to know how to set up a **Cash Forecast**, aka **Income Projection**. I consider it crucial that a newbie is shown how to create these themselves rather than buy them in, firstly for the amazing insight into business they provide and secondly they will save between \$3,000 and \$20,000 which the external suppliers would require.

In order to create these two items any decent **Business Start Guide** will provide templates, examples and instructions that use the author's expertise to gain the raw data the newbie uncovers and shows where to fill it in. The **Income Projection**

must be formula driven so it automatically provides instant sensible information that's useful to the **entrepreneur** and others as required, as these can be readily formulated to advise the investment sum required and other business advices.

The entire point of doing just these few tasks properly will ensure the new **entrepreneur** gains much knowledge during the formation and evaluation stages, rather than have them immediately be shown how to see an accountant or how to get a company set up. Neither of these will prepare them at all.

The real purpose of **an effective business start guide** should be to ensure the new **entrepreneur** is correctly guided step by step to a solid and safe position of knowledge and effectiveness.

Newbies should not be given various self-select options on next steps but clear advice as to a particular course of action. The mental, physical and financial well being of a new **entrepreneur** will sit within their interpretations of poor quality, vague, badly sequenced, irrelevant or self-serving information, which sadly far too many publications appear to suffer from.

The job of **an effective business start guide** is to try to awaken the new **entrepreneur** to the many pitfalls and blind alleys that **owning a business** can throw at them and to ensure they are confidently working within a profitable field.

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