



The Business NETWORK



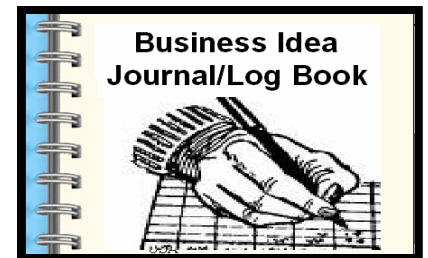
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Business Start-up Series

If you are one of hundreds of casino or other local business workers who have been affected by recent layoffs or downsizing, this may be a good time to consider starting that small business you have always dreamed of.

The reason it is a good time, is that you are probably collecting unemployment and unlike many entrepreneurs, they carry a full time job while trying to start their business. For you, a steady income from unemployment, while it may be much less than you are accustomed to earning, may still be a foundation to lean on, while you travel down the entrepreneurship road to success. The first step to starting a business is research. Ask yourself two questions: "Do I love this business idea, and without being paid, would I still do this business?" if the answer is yes, then create a "pros" and "cons" list for starting this business. I am sure you have heard business people say: Location, location, location. Well as an **Entrepreneur**, you must **research, research and research**. So the next step is to complete the following pre-business startup tasks:

- Purchase a 3 ring notebook, call it your "**Business Idea Journal/Log Book**". Begin to log every task you complete for your business idea. Keep track of expenses for the business startup such as: mileage relating to business, business meetings, contacts, events attended, create a section for support materials such as this article, and other important documents. Attach the receipts for any start up purchases toward the business in your notebook.
- From this minute on, think business and be aware of all of the business tasks going on around you. Every time you go into a business observe everything and pick up literature, especially business relative to your idea.
- Begin your research on the Internet, if you do not have access to a computer, go to the library, but get a computer and an Internet provider as soon as possible. That should be your first investment toward the business. Search for local and other areas who have the same or similar business. Their website will give you plenty of information and ideas to get started. Also check the yellow pages.
- Once you have identified **local** business owners who are in the same line of business as you aspire to enter, find out how they got started, what mistakes they made, and what they would do differently.
- Tell friends and colleagues of your plans. Create a survey form and have each one of those people complete the survey. Ask questions about the type of business you want to start, and specific questions that relate to you and your idea and get their feedback. Add surveys to your notebook.
- Determine the financial responsibilities that are required to start and create a list of financial resources you can tap into to get started. Add to your notebook.
- Go to www.tri-countyscore.org and click on **new client information** from main page and complete steps 1 thru 4. Also click on News to learn when our next seminar is scheduled titled: "**How to Start a Business**", as well as all other April Events.



Be sure to look for next month's publication, where our topic will be: "Getting Started with your Business Idea" and where we will feature a new start-up business and answer your business questions. Email us at: tri-countyscore@hotmail.com with your questions, comments and future topics you would like discussed. **Thank you, Trina**

