



THE BUSINESS OF STARTING A BUSINESS:

**Best Business Practices When You
Work For Yourself**

10 Best Practices

- Learn How You Work Best
- Be Clear About Goals
- Give Your Business Purpose
- Build in Accountability
- Avoid Isolation
- Leverage Your Strengths
- Fill in the Gaps
- Learn to Say NO
- Experiment
- Start Small

Learn How You Work Best

- Collaboration vs. “Heads Down”
- Variety vs. Consistency
- Silence vs. Background Noise
- AM vs. PM
- Scheduled vs. As-Needed
- Public vs. Private Spaces for all your business activities

3 Kinds of Professional Groups

We recommend getting involved with:

- An industry related group
- A business owner or entrepreneur network
- An interest-oriented group with wide cross section of professionals

Quality over Quantity!

Leadership!

Just Say NO!

- Requests for help from family, friends, or colleagues
- Offers from potential clients that ask you to compromise significantly on price or service.
- Opportunities that seem too good to pass up but would also cause you to compromise on your goals, ethics, or business mission
- Doing things for free that really DO Not yield a direct result