

How to Launch A New Small Business Successfully

- **Create an Impressive Business Plan:** Before you do anything else, a great business plan is an absolute must. This is what the banks are going to look at first before even considering lending you any money. When writing your business plan, stay focused, don't overload it with too much information, and write how money will be generated and how you will pay it back.
- **Marketing:** You can have an outstanding product or service, but if no one knows you're out there, you'll never sell what you have to offer. Identify your target audience and market it to them. From day one, you're a salesperson, and you should be able to pitch your business to anyone in one minute, known as the "elevator pitch". Business cards and a website are a must.
- **Deliver on Time:** People who order on the Internet, or directly from you, expect to have their product delivered in a short amount of time. If you don't, next time they'll order from someone else.
- **Don't Underestimate the Amount of Finances Required:** As a new business owner, you must plan for the worst-case scenarios, and have the funds to cover it.
- **Don't be Married to One Business Idea:** You must be flexible when getting your business off the ground. Your first idea is likely to need tweaking to make it work.
- **Join the Chamber of Commerce:** It's a great place to network and obtain lists of accountants and lawyers at reasonable rates. If your business is in Brooklyn, visit www.ibrooklyn.com or call 718 875-1000. For all NYC boroughs, contact the Greater NY Chamber of Commerce at 212-686-7220 and visit the Chamber's website at www.ny-chamber.com.
- Contact the NYC Business Solutions office for an appointment. They will help you develop your business idea, let you know if your idea makes sense, what changes need to be made to make the business work, and help interview potential staff members for your business. All services are free. Call 718 875-3400. To learn more about what NYC Business Solutions offers, visit: www.nyc.gov/html/sbs/nycbiz.