

Tips From Intuit's Small Business Team

Get on Track to Start a Small Business

“ You can't overestimate the need to plan and prepare... You really can't over-prepare in business!

Chris Corrigan ”

By following our tips for launching and maintaining a successful business, you'll have lots more money in your purse.

- **Put it on paper.** Writing a plan for your business will help you think about every possible scenario. Going through this process and having it on paper will help you stay on target.
- **Ask questions of experts.** You can find local support and training via government-funded small business programs and community colleges. To find a program near you visit <http://www.asbdc-us.org>.
- **Structure it.** Think about how you want to structure your business, for example as a sole proprietorship or as a partnership. Your business structure is important, because it has tax and legal implications.
- **Get a personality.** Picking the right business name and logo will help you attract customers. Put yourself in their shoes, then start writing down ideas for names. Bounce your ideas off family and friends.
- **Spread the word.** Marketing can help turn a great idea into a money-making business. Spread the word. Create a marketing plan that includes a profile of the people who are most likely to buy your products or services. Then determine how best to reach them: social media, newspapers, industry publications and radio.