



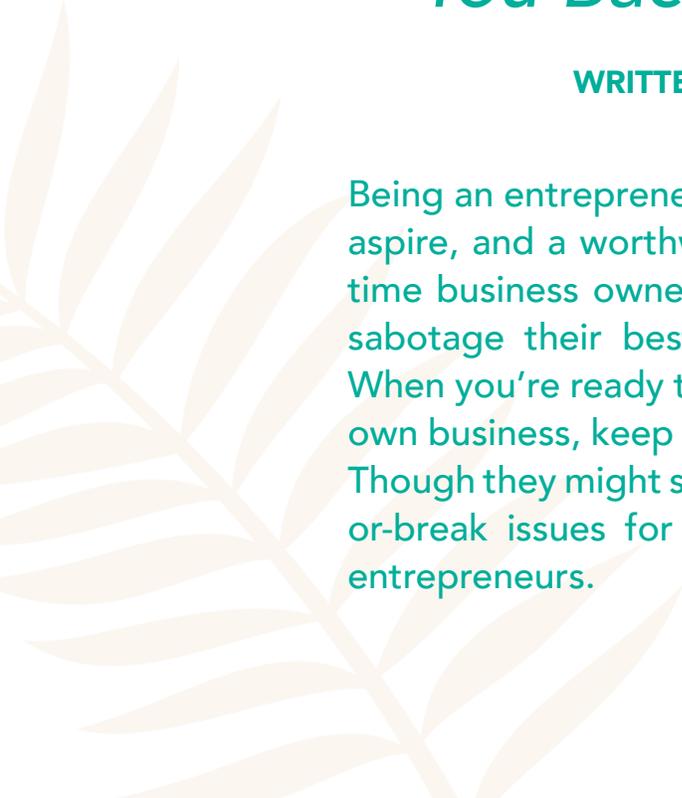
Charlene Dill

BUSINESS CONSULTING WITH PURPOSE

## **5 Things Every First Time Business Owner Should Be Doing:**

*Don't Let These Issues Hold  
You Back From Success.*

WRITTEN BY CHARLENE DILL



Being an entrepreneur is a dream to which many people aspire, and a worthwhile financial goal. Still, many first-time business owners, and even experienced pros, can sabotage their best efforts through typical mistakes. When you're ready to roll-up your sleeves and start your own business, keep your eyes open for these five issues. Though they might sound simple, these have been make-or-break issues for the fortunes of countless aspiring entrepreneurs.

# 1. Do you have a formal business plan? If not, you need one.

Not creating a business plan is perhaps one of the most common mistakes, and it's a troubling one, because business plans can help you identify issues with your idea, and also help market to potential investors or other sources of funding.

Before you start on a new venture, draft a simple business plan that identifies your proposed product or service, the costs involved, your funding needs, your competitors, potential customers and market opportunity. Also detail realistic challenges your business can expect to face.



## 2. Don't assume being frugal is the right way to spend.

With a business plan in hand, you'll have a better sense of your funding needs, which will help you avoid two classic traps: over- or underspending. Some entrepreneurs misjudge costs, and end up spending more than they budgeted, while others spend too little to give their business a realistic chance, in the mistaken belief that being careful and frugal is always the right way to proceed. Do your best to estimate actual costs of funding your venture through launch and the first year. Then, find ways to secure the capital you'll need.

### 3. Identify the right partners.

The same issue of too much or too little is present when considering business partners. In many cases, you can't launch a venture alone — you'll need partners or investors for funding and know-how. But you can overdo it, by bringing on too many people, diluting your profit, and confusing your strategy. Your business plan will hopefully have considered this issue, but think further about who should really be involved, and what impact it'll have on your venture.

### 4. Don't skimp on marketing.

Too many entrepreneurs have good products or services, but do a poor job of marketing.

If you know your customer and market, this should be less of an issue. You'll know what blogs they read, and where they hang out in real life and on social media. You can market to them based on their habits and lifestyle. Don't assume traditional advertising is dead, either. Depending on your business, billboards or radio ads might make sense, and over reliance on social media might backfire.



## 5. Are you an inspiring leader?

Everything in business hinges on leadership. Leaders in companies deliver vision, financial accountability, and manage talent to run the organization. Therefore, every person at the helm should know what their responsibilities are and how to perform them with excellence.

*Leadership is not about titles,  
positions or flowcharts.  
It's about one life influencing others.*

**CHARLENE DILL**



# NEED CONFIDENCE TO GROW YOUR BUSINESS?

A simple **3 step plan** toward your success

01

## Schedule a Call

Let's take 30 minutes to get to know each other and see what your goals and needs are.

02

## Customize Your Plan

Once I understand your overall needs I will customize a plan that fits you and your business and will begin working on implementing ways to see you gain confidence and clarity.

03

## Grow Your Business

With your plan in place, you get to see your business grow and succeed with no more confusion.

[SCHEDULE A FREE 30 MINUTE CONSULTATION](#)

# CONTACT

**Charlene Dill** is a Canadian based, worldwide, business coach & consultant who helps startup founders, leaders & other experts gain confidence in business solutions.

# PACKAGES

Fees are paid at the beginning of each month prior to service.  
All packages are based on a one month service contract.

BASIC  
STARTING AT

**\$1000**

For clients that need a review of how to achieve and maintain measurable results while forecasting long term goals for profit and success.

- ✓ 10 Hours of Consulting
- ✓ Bi-Weekly Phone Check Ups
- ✓ Task Specific Email Support

STANDARD  
STARTING AT

**\$1500**

For clients that need support with daily operations, people management, and proven sales & marketing strategies.

- ✓ 15 Hours of Consulting
- ✓ Weekly Phone Check Ups
- ✓ Unlimited Email Support

PREMIUM  
STARTING AT

**\$2000**

For clients that need more focused attention on business vision and development, comprehensive planning in operations and management.

- ✓ 20 Hours of Consulting
- ✓ Unlimited Phone Check Ups
- ✓ Unlimited Email Support

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