

COMPILED BY GRESHAM "GRESH" HARKLESS JR. & OUR TEAM  
AT CBNATION.CO & POWERED BY BLUE 16 MEDIA

# I AM CEO HANDBOOK

**VOLUME 2**

We now have CEO Handbook (Volume 2)!

Jam-packed in this volume find over 100 tips on the following topics:

- Advice to new entrepreneurs
- Bootstrapping tips
- Marketing tips
- Best traits of a successful leader
- Sales tips
- Networking tips
- Tips on Authority positioning
- Motivating quotes
- First thing you need when starting a business
- How to use a blog for business
- Tips for Better SEO practices
- Importance of a virtual assistant
- How to maintain creativity
- Biggest business hurdle
- How to cut costs in a business/run on a budget

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# Intro: Welcome to I am CEO - Volume 2!



Being an entrepreneur or business owner is no easy feat. It takes sacrifice, dedication and blood, sweat and tears. By and large, it is one of the hardest things that I have ever done. While theoretically there is an “off-switch,” there’s not really an off switch when it comes to putting in sweat equity towards your dreams, goals and aspirations.

Webster’s defines a CEO as “the executive with the chief decision-making authority in an organization or business.” The reality is that often people think of a Fortune 500 company when they think of a CEO. The word conjures up visions of the Wolf of Wallstreet or maybe Bobby Axelrod from Billions and I think that vision is supported by the definition but I think **CEO is also an aspirational term** largely because it conjures up those thoughts. It means the drive and desire to grow and build your business. It means hustling with sometimes 2-3 jobs to get to profitability. It means grinding with laser FOCUS until you reach your goals.

I think CEOs are those Fortune 500 CEOs that run the largest companies in the world but I think it’s important to not forget the person who’s also wearing the hats of being the janitor and the marketing manager and the CTO and the CFO while being a parent or a wife or husband.

Whether a company is a one-man (or woman) band or if it’s 5,000 employees, each was started from an idea. Often as we’ve learned from our “Why did you start your business?” roundups on Hearpreneur, it is to fulfill some needs or leverage some opportunity.

I think it’s important that we remember that.

So, I think whether you have a Fortune 500 company or you’re just starting out of your parent’s garage or you’re securing your first round of funding or you’re in the idea stage—you are CEO. You make the decisions related to your business.

With that being said, here’s our Volume 2 of our I am CEO Handbook. It is jam-packed with 100+ golden nuggets from our roundups and blog posts to help out entrepreneurs, business owners, founders, startups and of course CEOs. It will be a perfect way to get your year started and a great gift to share.

To get your started, here’s your first two tips from me: (A) **Tell your story.** I spend a lot of time listening and speaking with entrepreneurs and business owners and often one of the best ways you can distinguish yourself (especially in marketing) is to tell your story. Why did you start your business? Whether I’m meeting with clients or creating a post for CBNation, it’s often the first question that I ask. It’s because it directs everything. Everyone has a story, so don’t forget to tell your story and explain why you do what you do. (B) **Remember you are a media company.** Every organization and company is. You should get very clear on your target market and your goal and create content that specifically connects with your target market so that you can generate more leads and opportunities. Whether it’s blog posts, podcasts or videos, be the leader in providing the content that your target market is craving.

As always check out our sites in our appendix and as always let us know how we can help. Reach out to me on social media at @prograshion to let me know your favorite part of the eBook.

A handwritten signature in black ink that reads 'Gresham W. Marklein Jr.' The signature is stylized and cursive.

# 1. Advice to new entrepreneurs

## #1 - Never stop learning

As a new entrepreneur, you should be continuously absorbing information. Learn from your successes and failures. Experience is the best teacher, so take action. However, that doesn't mean you can't also learn passively from others by reading books, attending conferences, and networking with professionals in your industry. There is always a skill you can develop further – sales, marketing, design, management, finance, accounting, writing, etc. The moment you think you have nothing left to learn is the moment you stop progressing.

Thanks to Yves Frinault, [Fieldwire](#)

Link to the post: <https://rescue.ceoblognation.com/2017/10/06/21-entrepreneurs-share-advice-new-entrepreneurs/>

## #2 - Feet First, Not Head First

Small starts can lead to great success. Too often people say, follow your passion, as though passion alone is all one needs to find success. You don't have to dive headfirst into the deep end of the pool and then discover you don't know how to swim nearly as well as you thought you did. Instead, you can step into the shallow end, and then make your way deeper and deeper, one step at a time. Start small. Try something. Does it make money? If yes, great. Do it more and expand. If the answer is no, then you haven't lost more than you can afford to lose. Now it's time to rethink your approach. Try something slightly different, and then go a little deeper into the pool.

Thanks to Anne-Marie Faiola, [Bramble Berry Handcraft Provisions!](#)

Link to the post: <https://rescue.ceoblognation.com/2017/10/06/21-entrepreneurs-share-advice-new-entrepreneurs/>

### **#3 - Have Vision**

First, find something for which you truly have a passion. Starting a business is not easy, and if you're not invested in the business – beyond just making a profit – it is difficult to maintain your momentum and persevere through tough times. We often ask potential franchise owners if they have that burning desire in their gut to own their own business and truly engrain themselves in the fabric of their community. It's truly an unmistakable feeling, this absolute belief and conviction that you will own your own store and will it to success. If you don't have that gut feeling about the opportunity you're pursuing, you shouldn't continue. Second, have a vision and prepare to build a strong team around you that supports that vision – and then delegate things to them! One of the most common stress points for our store owners at some point comes from this overwhelming sense that they have to do it all – and that's a surefire way to burn yourself out. Finding the right people to bring onboard, who believe in what your vision is for the business, and whom you can empower to lead their respective parts of the business, will create a culture that drives the success of the store.

Thanks to Jeff Phillips, **Fleet Feet Sports**

Link to the post: <https://rescue.ceoblognation.com/2016/09/03/15-entrepreneurs-share-their-best-business-advice-for-new-entrepreneurs/>

### **#4 - Get a business with low level of risk and overhead**

If someone is wanting to start a side business then I would suggest you get one that is low overhead and low risk to build your habit and discipline muscles. That being said, I would suggest finding a good network marketing company. Before you shake your head and say no, no, no, understand why I would suggest this. A LOT of entrepreneurs got their start in network marketing and it is a great business to be doing on the side. You don't have to do product research and development, work out shipping options, or hire trademark or patent attorneys. Literally all you have to do is point people to a presentation and if they decide to become a customer or a business builder, you get paid. As a former number one earner in a



network marketing company I can tell you that the level of risk and overhead is lower than any other type of business and whether it is your lifelong choice is up to you. I chose to sell my network marketing position to focus on our coaching and training business but am still very fond of the profession for many of its benefits. It certainly isn't perfect but neither is any other kind of business either.

Thanks to Ray Higdon, **Forever Wealth Club**

Link to the post: <https://rescue.ceoblognation.com/2017/10/11/13-entrepreneurs-share-advice-starting-side-business/>

### **# 5 - 4 Tips**

(1) Don't be afraid to spend the capital to see your project through, you should have the courage and in some cases craziness to spend \$5,000 without a clear path to returns. Through this process you uncover ways to profit that you otherwise wouldn't uncover if you stopped short. (2) Partner with a likeminded individual to keep you accountable and to be able to work through roadblocks. Ideally, this is someone with complementary skills like 1 engineer paired with 1 designer. This opens up your scope of projects you can execute on and reduces your outsourcing costs. (3) Only work on ONE project at a time. Side projects are a sexy thing to talk about, just like passive income. BUT, they only work if you truly are dedicated and spend most of your free time working on them. (4) Use one side project to gather learnings to better prepare yourself for success on side hustle. You must be a relentless hustler to make this work, never let up and you will crack the code on something profitable.

Thanks to Kevin Miller, **Open Listings!**

Link to the post: <https://rescue.ceoblognation.com/2017/10/11/13-entrepreneurs-share-advice-starting-side-business/>

### **#6 - Build a System**

For most business owners, there's a giant gap between what we EXPECTED running our own business would be like and what it's REALLY like. My advice? Stop building a job. Don't simply assume that you'll beat the competition by the sweat of your brow, because it's likely that you're focusing on the wrong things. You will never perform enough services or sell enough gadgets to build a business because those things have nothing to do with business building. Rather, I encourage young entrepreneurs to create systems. By building systems you are able to offer consistency in the products or services you deliver, even after the system is delegated.

Thanks to Landon Ray, ONTRAPORT

Link to the post: <https://rescue.ceoblognation.com/2016/05/01/10479/>

### **#7 - Be minimalist**

Build what you can with a small team and figure out everything you can; customer value proposition, technology, business plan, IP, before you take any VC investment. Staying small keeps you focused, and avoids wasting money. If you've worked in a lavish environment this will be difficult, but be frugal and minimalist until you have everything figured out. Then, take some investment when you're truly ready to go big.

Thanks to Bill Mitchell, PicoBrew

Link to the post: <https://rescue.ceoblognation.com/2016/05/01/10479/>

## 2. Bootstrapping tips

### #8 - Go without

Go without. Plain and simple. Go without a wage, go without a fixed office, go without that tool that costs \$200 per month. Go without everything until you can pay for it out of cash flow.

Thanks to Marty Spargo, [REIZE Energy Drink!](#)

Link to the post: <https://rescue.ceoblognation.com/2017/08/23/14-entrepreneurs-share-best-bootstrapping-tips/>

### #9 - A number of tips

Bootstrapping a new small business is a shrewd way to avoid certain financial commitments, but only when done with caution. To begin with, don't cut things so close with your own personal finances to where you might fall into credit card debt. That defeats the purpose of bootstrapping right off the bat. Next, be sure to keep track of every penny you spend at your company, because expenses can get away from you if you don't stay on top of them. It'll be a good idea along those lines to create a budget for your business as soon as possible, and do your best to prevent overspending. And finally, try to reduce your own personal expenses as much as possible. You might want to hold off on any major travel purchases like a vacation, and you certainly can find ways to spend less on entertainment. There are plenty of other ways to cut costs as well. The more room you can free up to direct capital to your small business venture, the better off and less stressed you'll be.

Thanks to Andrew Schrage, [Money Crashers!](#)

Link to the post: <https://rescue.ceoblognation.com/2017/08/23/14-entrepreneurs-share-best-bootstrapping-tips/>

## **#10 - Trade credit, sell your receivables and get a manufacturer loan**

Trade Credit: This essentially is signing an agreement with a supplier or merchandiser. This gives you the business owner essentially an extension on paying for your needs typically for 90 days. This gives you a chance to sell or distribute what you have collected before the bill comes due. Getting a manufacturer loan: This is a way of negotiating rates and loan terms directly with a manufacturer. The manufacturer themselves are providing the loan so it leaves more room for getting a better overall rate. This type of loan can allow you to propel your business without having to take on a huge financial burden or deal with a traditional bank. Sell your Receivables: This is when you leverage your receivables that have not come in for cash now. You will most likely have to pay a fee for this around 5-15% but you will be able to get cash on hand sooner for purchases and needs.

Thanks to Mark Smith, [University of Advancing Technology!](#)

Link to the post: <https://rescue.ceoblognation.com/2017/08/23/14-entrepreneurs-share-best-bootstrapping-tips/>

## 3. Marketing tips

### #11 - FREE Products & Partnering at Local Events

Providing something free as a ‘thank you’ to customers can really go a long way. Whether it’s just a sample, or maybe even a t-shirt, studies have shown (as well as our experience) that free add-ons increase repeat purchases. Currently at Colorescience, we’re offering three free samples with any purchase from our website, as well as complimentary shipping and returns for orders over a certain dollar amount. This tactic provides the customer with a product that they most likely never knew about and may purchase in the future after trying it; plus, it will bring a smile to their face because let’s be honest, who doesn’t like something for FREE! Last summer, Colorescience teamed up with Kaaboo, a music, food, and arts festival in Del Mar, CA. Since the festival is held outdoors in the strong San Diego sun, we decided to partner with Kaaboo and set up a booth at the festival to help concertgoers protect their skin. In general, I would encourage companies to look at different events around their area that they could possibly team up with in order to promote their products. Whether it be a marathon, food festival, concert, or public sporting event, community events are usually excited to partner with local companies that can benefit their attendees. Another benefit to this marketing tactic is the possibility of added links directing to your website. As a result of our Kaaboo partnership, they created a page on their event website talking about Colorescience and all of the ways our product can help their attendees.

Thanks to Jameson Slattery, [Colorescience!](#)

Link to the post: <https://rescue.ceoblognation.com/2017/07/09/18-entrepreneurs-give-best-marketing-tips/>

### #12 - Diversify

There’s this misconception among small business owners that if they feel they’re doing well in organic and/or local search results, there’s no need to try other digital strategies. But so long as you know what a certain result is worth, you should be willing to pay for as much of that result across various channels

as you profitably can. For example, if you're not currently trying display advertising, paid search or paid social, you have no idea what the cost per conversion from each of those channels is, and therefore how much incremental business you could be driving. On a search results page, think about paid and organic results as two different audiences. Some users will only click on organic results, others more on paid. If you're not present in both, you're potentially missing out on a lot of potential clicks, especially if you don't rank in the top three organically. These clicks might be well under your threshold of profitability. Moreover, various channels tend to benefit each other's effectiveness. A display ad might not generate many clicks, but it might boost your paid search conversions. I recommend entrepreneurs test a diverse set of channels, track performance carefully and take advantage of the winners.

Thanks to Jacob Dayan, [Community Tax](#)

Link to the post: <https://rescue.ceoblognation.com/2017/07/09/18-entrepreneurs-give-best-marketing-tips/>

### **#13 - Strategize Long & Short Term**

One of the best marketing tips I can offer is to strategize for the long and short term. Consider all that you're doing in six or more months from now including events, campaigns, and promotions with partners and then have tactical discussions on details that are short term and happening within the coming weeks. Establish an editorial calendar to organize and schedule everything in, but leave room open for surprises, like creating content around sudden trending hashtags that are universal for everyone.

Thanks to Deborah Sweeney, [MyCorporation.com](#)

Link to the post: <https://rescue.ceoblognation.com/2017/07/09/18-entrepreneurs-give-best-marketing-tips/>

## **#14 - Define Clear Goals & Metrics**

Regardless of the type of marketing campaign, I always define clear goals and metrics. Check progress towards the marketing campaign goals every week, this helps your team stay on track and adjust when necessary. Campaign metrics are the only way to determine the success (or failure) of the campaign, don't get discouraged if you don't achieve your marketing goals, as long as you're measuring the campaigns you can learn from it and keep trying new ideas.

Thanks to Jimmy Rodriguez, [3dcart.com](http://3dcart.com)

Link to the post: <https://rescue.ceoblognation.com/2017/07/09/18-entrepreneurs-give-best-marketing-tips/>

## 4. Benefits of using a virtual assistant

### #15 - Run the backend of a business

Virtual assistants run the backend of my business. I work primarily in freelance writing and rely on my assistants to help with research and outline preparation before I dive in and make it all sound great. It really helps to tee me up for my work so that I can focus on the most important things that only I can do. I think that's how people have to think in terms of hiring a virtual assistant—thinking about outsourcing the tasks that might not be the best use of their time.

Thanks to Maddy Osman, [The Blogsmith](#)

Link to the post: <https://rescue.ceoblognation.com/2017/09/20/19-entrepreneurs-explain-benefits-using-virtual-assistant/>

### #16 - Allow you to work efficiently at lesser costs

There are many benefits to using a virtual assistant. I run a travel business so having virtual assistants in different countries throughout the world allows us to have a global footprint. My company is embracing the fully remote team structure so having virtual assistants allows us to work efficiently and effectively without having to spend money on physical office space. The virtual assistants on our team play a crucial role on our community team. They are incredibly smart and have a great eye for content. Our virtual assistants never complain about tasks being too large or too small. They never ever complain about tasks being too hard or too monotonous. Having virtual assistants has allowed us to start a company and stay lean to keep costs down. Our virtual assistants are extremely educated and reliable. They infrequently ever miss a shift.

Thanks to Chase Dimond, [The Discoverer](#)

Link to the post: <https://rescue.ceoblognation.com/2017/09/20/19-entrepreneurs-explain-benefits-using-virtual-assistant/>



## 5. Biggest hurdle when starting a business

### #17 - Earning trust from buyers

A common issue that many ecommerce businesses encounter as they get their feet off the ground is earning the trust of the buyers. Especially with high value items, customers want to know that what they are buying is authentic and who they are buying from is trustworthy. This rings especially true for an online luxury retailer. When we first launched BeckerTime.com, buying luxury items online was not the norm. We had to go out of our way to prove ourselves to our buyers and build strong relationships with them.

Thanks to Matt Becker, BeckerTime

Link to the post: <https://rescue.ceoblognation.com/2017/08/16/11-entrepreneurs-reveal-biggest-business-hurdles/>

### #18 - Manufacturing

Our biggest hurdle in business has been manufacturing. Our product is manufactured in China and it has been proven through our experience that you cannot trust the quality of the product no matter how long your relationship with a manufacture is. Always have an outside source check your product before it ships! Also, when manufacturing in China, always plan ahead. Manufacturers rarely make their shipping deadlines and products are almost always late. One more important tip, make sure you have a good import agent! This can get you into a tough spot if they don't do a good job and your product sits in a warehouse just racking up storage fees or if they don't fill out the import paperwork correctly and your product is not accepted and you receive a hefty fine.

Thanks to Chris Gronkowski, Everything Decorated

Link to the post: <https://rescue.ceoblognation.com/2017/08/16/11-entrepreneurs-reveal-biggest-business-hurdles/>

### **#19 - Scaling a business in early stages**

One of the biggest hurdles I've experienced was how to scale my business in the early stages. Having proof of concept enabled me to get investors for my company. I was a contestant on ABC's Shark Tank where I received deals from Mark Cuban and Daymond John, who have been a tremendous support system in helping me scale my business over the past couple years. Since then, our sales have gone through the roof, and we've been able to acquire a larger warehouse for our products.

Thanks to Brandon Chopp, [iHeartRaves](#)

Link to the post: <https://rescue.ceoblognation.com/2017/08/16/11-entrepreneurs-reveal-biggest-business-hurdles/>

### **#20 - Getting potential employees share your vision**

The biggest hurdle (especially when starting out) is getting potential employees to buy in to what you see as the future success. This is especially difficult considering I started my business during the economic downturn of early 2008 and I needed sales and marketing professionals to commit while taking an average salary and benefits package. Where I was able to make up the gap was creating a casual culture and offering things like: Free Lunch Friday, Casual Dress every day and gift cards/tickets as incentives. Almost 10 years later, we're still using some of these tactics to keep employees engaged and motivated.

Thanks to Dani Gurrie, [Tots2Tweens](#)

Link: <https://rescue.ceoblognation.com/2017/08/16/11-entrepreneurs-reveal-biggest-business-hurdles/>

## 6. Best traits of a successful leader

### #21 - Authenticity

One of the best and most important traits of a true leader is **authenticity**. People need to feel like they connect with you on more than just the surface. When they can see that you are someone who shares their experiences, their obstacles, and challenges, you begin to build credibility. They start to feel like participants in your journey, not just employees or consumers of your products. You also develop a much stronger relationship due to the great level of trust from those who support your brand. To hear of your successes is wonderful, but knowing they stand behind someone who can reach them on a personal level carries far more mileage. This one trait alone will result in many people being completely loyal to your vision and future endeavors in leadership.

Thanks to Meiyoko Taylor

Link: <https://rescue.ceoblognation.com/2017/08/13/20-entrepreneurs-explain-best-traits-successful-leader/>

### #22 - Humbleness and a willingness to listen

The best leadership traits I have observed from speaking to these highly successful people is a sense of humbleness and a willingness to listen. They leave their egos at the door and are open to new ideas and being convinced of alternative facts. They have been life-long learners who surround themselves with people they can continue to learn from. They don't pretend to know it all. Each of the celebrities I have spoken to are retrospective about their past, and can draw a clear line between a leadership lesson they were taught as a child and what they are doing now to change the world for the better. One of the best traits is an ability to communicate their ideas clearly. It's pointless being a leader if you cannot put your ideas into words that inspire others.

Thanks to Grant Schreiber, Real Leaders

Link: <https://rescue.ceoblognation.com/2017/08/13/20-entrepreneurs-explain-best-traits-successful-leader/>

### **#23 - Understands the hurdles of success**

You've heard the phrase, 'One step forward, Two steps back'? Well, a good leader is one who can keep people motivated when they're taking those two steps back. Success is never a constant, steady increase. There are dips and valleys. In order to succeed, people need to be able to keep working through those dips, and get to the good parts. Great leaders understand this process, and know how to keep people motivated so they don't give up when things get hard. The job of a leader is to make everyone else feel like a success.

Thanks to [Melanie Downey](#)

Link: <https://rescue.ceoblognation.com/2017/08/13/20-entrepreneurs-explain-best-traits-successful-leader/>

### **#24 – Authenticity, active listening and the ability to inspire performance**

The most important attributes for a successful leader are: authenticity, active listening and the ability to inspire performance. Most leaders confuse management with leadership. Management is about process, structure, control and results. Leadership drives performance and ignites change through wisdom, mentoring and passion. To build a great organization, you must have both. Some professionals are natural managers and learn how to lead and/or surround themselves with good leaders. Others are natural leaders and over time learn how to manage and/or surround themselves with great managers. A key to success in this area is to know what you're good at, and accentuate that.

Thanks to Terri Maxwell, [Promote On Purpose](#)

Link: <https://rescue.ceoblognation.com/2017/08/13/20-entrepreneurs-explain-best-traits-successful-leader/>

## #25 – Several traits

The most important qualities for a leader are resilience, creativity, humility, compassion, and vision. Resilience is necessary in order to bounce back from failure, see the forest through the chopped down trees, and power on despite obstacles. As the world gets increasingly complex, so must its thought leaders, which necessitates creativity in every aspect of leadership. As Einstein once said, “we cannot solve problems of the mind with the same mind that created them. Leaders must rely more and more on creative skills such as intuition, connectedness, and other elements of the subtle mind. Humility is also critical, as truly evolved leaders let go of their ego and focus on inspiring their teams vs. “being the boss.” Compassion is necessary to relate to others, including subordinates, constituents, peers, vendors, and even bosses. Emotional intelligence was once thought of as a set of soft skills reserved for women, and new leadership models have proven that these relationships based competencies are critical for effective leadership and outstanding business results. Lastly, an excellent leader must have vision – after all, where would the leader lead the troops if not toward the organization’s reason for existing? Once the vision is set, the strategies, tactics, and systems all flow from there, leaving the leader to focus on their important leaderly pursuits.

Thanks to Jennifer Davis, [Jennifer Davis Coaching](#)

Link: <https://rescue.ceoblognation.com/2017/08/13/20-entrepreneurs-explain-best-traits-successful-leader/>

## 7. Best Sales Tips

### #26 – Several Tips

I'm both a business owner/entrepreneur and have been in sales for the past 17 years as a financial advisor recruiter. I've made thousands of sales calls both warm and cold. Beyond my rule of don't have an in-box and call people back promptly, my advice for calls is to be direct and be yourself. I know a lot of people give a fake name or have a pitch they use – and know the person on the other line knows this. I do have a 'pitch' but I'm warm and respectful to whomever I'm calling and given the chance, I like to connect with people. I don't like to have my time wasted and I give people the same respect, which has resulted in much success financially and also being one of the most respected recruiters in my industry. If I'm meeting with a client in person, I wear something powerful that makes me feel great and oftentimes, I listen to one of my latest 'theme songs' to get me motivated and energized (anything from Bruno Mars 24 K Magic to Cold Play's Something Just Like This). This is also important for cold calling – if you feel yourself becoming flat and robotic – change the energy by moving or simply make yourself smile while you're talking. Being a great phone persona is as important as being impressive in person.

Thanks to Elizabeth McCourt, [McCourt Leadership Group](#)

Link: <https://rescue.ceoblognation.com/2017/08/30/15-entrepreneurs-share-best-sales-tips/>

### #27 - Avoid Cold Calling

Nobody should be making cold calls! Instead you need to do some research to warm the call up. You want to be able to answer the question How does my solution help the prospect deliver on its key initiatives for the year? To answer that question, review annual reports and press releases that announce what initiatives the company plans to undertake. The conversation needs to open with how you can assist address that problem, not a company intro or product overview. That is a secondary issue. Stay focused on solving issues for the

customer. Alternatively, you might frame the conversation around what you have done for their competitor to save them time, money etc. Everyone is always interested in what the competitor is doing to gain an advantage.

Thanks to Steve de Mamiel, [The Mongrel Method](#)

Link: <https://rescue.ceoblognation.com/2017/08/30/15-entrepreneurs-share-best-sales-tips/>

### **#28 - 12 immutable laws of velocity sales**

1. Be a Playmaker 2. Have More Conversations 3. Have Better Conversations 4. Sprint Between Conversations 5. Be Pleasantly Persistent 6. Build Rapport Virtually 7. Qualify Your Lists 8. Leads Have Need 9. Run Cadence Plays 10. Compelling Sales Content 11. Specialization is a Team Sport 12. Manage to Leading Indicators

Thanks to Ken Krogue, [InsideSales.com](#)

Link: <https://rescue.ceoblognation.com/2017/08/30/15-entrepreneurs-share-best-sales-tips/>

### **#29 – Social selling techniques to build relationships**

Use social selling techniques to build relationships with prospects and cultivate brand awareness on a personalized level. Social media profiles for your prospect, their company channels and website can give you a wealth of information to craft thoughtful and personalized messages and insights, which will help you develop a deeper understanding of their needs, allowing you to build qualified and valuable connections.

Thanks to Dawn Gribble, [Virtual Solutions](#)

Link: <https://rescue.ceoblognation.com/2017/08/30/15-entrepreneurs-share-best-sales-tips/>

## 8. Networking tips

### #30 - Farm, not hunt

Networking is more about farming than it is about hunting. It's about building relationships with other people. It is not about face-to-face cold-calling. A related tip would be: It's not what you know, OR who you know, it's how well you know each other that counts.

Thanks to Ivan Misner, [BNI](#)

Link: <https://rescue.ceoblognation.com/2017/11/01/26-entrepreneurs-share-best-networking-tips/>

### #31 - Focus on relationship building

My strong view on networking is that it is not networking at all, but rather relationship building. We preach this within our organization from the newest intern to the most senior levels. At least once a year, as a part of an internal memo, the reminder that “it is not networking, but rather relationship building” is included. More casually speaking, if one approaches meeting new people this way, the worst-case scenario is that you have a new friend. The best-case scenario is that you have a new friend and business contact. Now, obviously things don't truly play out that way all the time. But I stress the importance of not treating people that you meet as just another transaction. I've noticed that this approach weeds out individuals who are disingenuous quickly: both for our internal culture as well as the type of people that we want to work without externally. A bit of sincerity and personality in your networking, and valuing each person you meet the same, will take you a long way in your career and life.



Thanks to Christopher W. Sinclair, [The Anthem Group](#)

Link: <https://rescue.ceoblognation.com/2017/11/01/26-entrepreneurs-share-best-networking-tips/>

### **#32 – Always start with a personal question**

One of the best networking tips that I've personally used countless times is to ALWAYS start with a personal question. Examples such as So did you believe that your passion got you to this point? or even What's the best you've connected with people in the past? it really breaks up the monotony of the robot-selling mode of forcing selling down your throat at networking engagements.

Thanks to Reginald Swift, [Rubix LS](#)

Link: <https://rescue.ceoblognation.com/2017/11/01/26-entrepreneurs-share-best-networking-tips/>

### **#33 - Get a bit personal**

Being able to call someone by name and use it with intentional care throughout your communication efforts increases levels of trust between you and the other individual. In my own marketing efforts on social media, I have seen dramatic improvements in loyalty and affinity by intentionally using names in my responses online—this also carries over in networking efforts. Using someone's name communicates: "I see you and you matter to me." Many psychologists argue that a person's name is deeply connected to their sense of individuality and perception of self. Historically, a person's name is one of the first words that they learn as an infant and carry throughout life as a marker of their individuality. During some of the most transformative months of brain development, babies learn to identify their name and it serves as a mechanism for capturing their attention.

Thanks to Natalie Franke, [Rising Tide Society](#)

Link: <https://rescue.ceoblognation.com/2017/11/01/26-entrepreneurs-share-best-networking-tips/>

### **#34 - Focus on letting people talk about themselves**

People love talking about themselves, so go in with a few open-ended questions that will help get conversations going, and encourage people to talk about their life and passions. Don't try to sell, once a good conversation is going, people will themselves want to know who you are and what you can do... For instance, you can ask what people like to do outside of work, what got them started in what they do.

Thanks to Rafiq Punjani, [Anago of Manitoba](#)

Link: <https://rescue.ceoblognation.com/2017/11/01/26-entrepreneurs-share-best-networking-tips/>

### **#35 - Have Confidence, Charm & Resilience**

The main traits that I have successfully used to network are confidence, charm, and resilience. When I network, I have to keep these in mind to be my best. Confidence is necessary to initiate the conversation or put your best foot forward in any situation. You have to believe in your product and believe in yourself. Charm is necessary to translate whatever you are selling into something that pulls at human emotion. People enjoy networking with and engaging likable, funny, and interesting people. Your personality is just as important – if not more so – than what you are promoting. And, finally resilience is important. Rejection in any area is tough, and resilience is the courage and strength to continue even if things don't go your way.

Thanks to David Bennett, [The Popular Man!](#)

Post: <https://rescue.ceoblognation.com/2017/04/01/26-entrepreneurs-explain-the-best-traits-of-a-successful-networker/>

## **#36 - Truly Care About Others**

I've heard people say I hate networking more often than I can count, and my first thought is always then you're doing it wrong. You see, many people equate networking with selling, but a successful networker knows it isn't about selling at all. You have to truly CARE about other people and see them as a human being rather than a dollar sign. A mentor of mine told me never to start a conversation with What do you do? but rather to ask someone to tell you about themselves. Most will start with the elevator pitch anyways, and it's your job to steer the conversation to the personal and form a true bond. When you connect over something like a charity you're both passionate about, a similar upbringing and family values or some other mutual interest, that relationship becomes infinitely more valuable in its authenticity. And always ask how you can help someone or who you can connect them with. It's in our human nature to reciprocate when someone adds value to our lives, and so trust me when I say you'll find yourself on the receiving end of both gratitude and that type of reciprocity.

Thanks to Monica Rivera!

Post: <https://rescue.ceoblognation.com/2017/04/01/26-entrepreneurs-explain-the-best-traits-of-a-successful-networker/>

## **#37 - Empathy**

Empathy is a must-have trait for any networker. Whether your ultimate goal is to find a business partner, hire or get hired, or promote your business, being empathetic and really caring about the people you interact with will take you a lot further than thinking about just yourself. Think about it this way, you know those people who talk non-stop who you always want to avoid at networking events? Well, that's you without empathy. Be interested in others, listen carefully, put yourself in their shoes, and you'll have a partner or customer for life.

Thanks to Sid Bharath, Thinkific!

Post: <https://rescue.ceoblognation.com/2017/04/01/26-entrepreneurs-explain-the-best-traits-of-a-successful-networker/>

### **#38 - Take Meetings with Everyone You Can**

Networking! It's essential. One of the best traits of a successful networker is the willingness to take meetings with everyone you can, because you never know where it will lead. Back in the pre-beta days of Vow To Be Chic, I was exhausted after a long week of work, but forced myself to attend a pitch event around the corner from my coworking space. I met an unassuming reporter who was interested in what I was doing at Vow. I chatted with him for a while, having no idea that the next day my story would appear on Yahoo's homepage! When I came into work the next day, I discovered I had 25,000 emails from interested brides and another 15,000 emails came in later that week! That one article launched Vow into the public eye and drove real customers to the business.

Thanks to Kelsey Doorey, [Vow To Be Chic!](#)

Post: <https://rescue.ceoblognation.com/2017/04/01/26-entrepreneurs-explain-the-best-traits-of-a-successful-networker/>

### **#39 - 3 traits**

A successful networker is someone who is not only a people person, but they have unique ideas, aren't afraid to fail, and have thick skin. To be successful at networking you have to be able to think outside the box so you can stand out and be interesting. You want to make sure that you are leaving lasting footprints in the people that you interact with brains. Additionally, you have to know that you aren't going to be everyone's cup of tea – hence not being afraid to fail and having thick skin.

Thanks to Victoria Heckstall, [Unique Words!](#)

Post: <https://rescue.ceoblognation.com/2017/04/01/26-entrepreneurs-explain-the-best-traits-of-a-successful-networker/>

#### **#40 - Be a connector**

The best networkers aren't always trying to push themselves and their business on other people. Instead, they are connectors that are constantly looking for opportunities to bring together the people in their network that they respect and trust. They know that networking is a long-term strategy, and are just as excited about making a connection as they are about eventually doing business together.

Thanks to Maddy Osman, [The Blogsmith!](#)

Post: <https://rescue.ceoblognation.com/2017/04/01/26-entrepreneurs-explain-the-best-traits-of-a-successful-networker/>

#### **#41 - Create honest bonds**

I have tried lots of networking, women's groups, BNI, local business owners, etc. For me, I like to really connect with people and build a real relationship. With an honest bond, it's easy to refer business to someone. The flip side are people who show up once and add you to their email list without permission. And, those who follow up to connect via social media, and they share photos while at a competitor's establishment. Really caring and wanting to help has helped me do well in networking circles with varied people.

Thanks to Debbie Ellis, [Canvas Roadshow!](#)

Post: <https://rescue.ceoblognation.com/2017/04/01/26-entrepreneurs-explain-the-best-traits-of-a-successful-networker/>

#### **#42 - Combination of Science, Art and Heart**

The most successful networkers look to give before you get. If you enter every conversation with the question – how can I help? In what ways can I add value to this person? You will instantly have a genuine curiosity. You will also be

listening deeply as you look to understand what is important to this individual and how can you add value. Time and again, when you help someone else out they not only remember, they want to help you out. (Reciprocity Principle) Great networkers are also genuine. If you don't understand their business, ask. If you genuinely don't care about them or their business – be gracious, wish them well, move on. We live in a very small, very connected world, so do be sure to wish them well. Lastly, great networkers have a deep connection, and then move on. If you are there to network, you don't want to spend the entire event with one person. Ideally you exchange contact information or take a moment to capture the things you can do for them – writing ideas down on the back of their card or in your phone – so that you don't forget, and can be fully present in your next interaction.

Thanks to Camille Preston, [Create More Flow!](#)

Post: <https://rescue.ceoblognation.com/2017/04/01/26-entrepreneurs-explain-the-best-traits-of-a-successful-networker/>

## 9. How to position yourself as an authority

### #43 - Arm yourself with data and speak at any conference in your area

I would recommend for those looking to position themselves as an authority to arm themselves with data to strengthen your argument and expertise. I'm often doing this because the Fairygodboss platform generates a ton of proprietary data and information about what women experience at work. I also think it's important to put yourself out there as a public speaker and thought leader. Try to speak at any and all conferences in your area, and also get yourself published as a columnist or guest columnist for well-known publications that will help cement your authority in your given field.

Thanks to Georgene Huang, [Fairygodboss](#)

Link: <https://rescue.ceoblognation.com/2017/11/08/20-entrepreneurs-share-tips-authority-positioning/>

### #44 - Being reliable and consistent

I believe in leading by example. It is not my aim to present myself as authority. This positioning happened naturally as a result of my business efforts and clear vision. If you are a budding entrepreneur, be sure to find your niche and become the expert in your field. You can do that by being reliable and consistent in what you do and say. You can't be a fake. You have to remain who you are. Don't be shy about it when you eventually become an expert.

Thanks to Rune Sovndahl, [Fantastic Services](#)

Link: <https://rescue.ceoblognation.com/2017/11/08/20-entrepreneurs-share-tips-authority-positioning/>

### #45 - Create better content

The ROI from becoming an authority comes in months or years, not weeks, so it's important to take a long-view on all your authority efforts. The #1 secret

to building authority in any niche? It's simple: create better content... Look at all of the ranking blog posts for a particular keyword, and write an article that delivers higher, more in-depth value to the reader. Rinse, and repeat. When you deliver high quality over a sustained period of time, people will take notice.

Thanks to Scott Marquart, [Stringjoy Guitar Strings](#)

Link: <https://rescue.ceoblognation.com/2017/11/08/20-entrepreneurs-share-tips-authority-positioning/>



## 10. Motivational quotes

### **#46 - Give more than you take. That's how you win**

At Joybird, our motto is to always give more to our customers than they expect, and to continue to empower our employees on a daily basis so that our customers' expectations are always exceeded. We started this business because we wanted to provide satisfaction beyond what is normally seen in the furniture industry. We have designed a fun online customized digital shopping experience that removes all risks from our customers and holds our promise to over deliver every single time. We want our customers happy, and so we keep our employees happy. That is how we win. We give them more than we take and continue to innovate every single day.

Thanks to Andres Hinostrroza, Joybird

Link: <https://hear.ceoblognation.com/2015/09/11/41-entrepreneurs-share-their-favorite-business-quotes/>

### **#47 - It is good to have an end to journey toward; but it is the journey that matters, in the end**

When it's time to take a considerable business risk, like putting half of my savings into a venture, I think of this quote. If I'm lucky enough to turn old and grey, the amount of money I've accumulated won't matter nearly as much as the value I tried to bring to the world and what I learned from my failures along the way. It gives me solace to remember that life is temporary and it behooves me to shoot for the stars because it's the journey that means most.

Thanks to Michael Okhravi, DocChat

Link: <https://hear.ceoblognation.com/2015/09/11/41-entrepreneurs-share-their-favorite-business-quotes/>

## **#48 - Passion**

There is a great quote that truly captures the essence of passion in finding one's purpose. Regardless of where your passions lie, I'm sure every passionate entrepreneur has experienced this feeling many times throughout their pursuits. This quote is from Tim Berners-Lee. "Anyone who has lost track of time when using a computer knows the propensity to dream, the urge to make dreams come true and the tendency to miss lunch." For me, this quote was a reaffirmation to not only just build a company that was functionally practical but to also integrate the things that I was truly passionate about and achieve heights that no one has before. I have dedicated many sleepless nights driven by pure enthusiasm and excitement for what it was that I was trying to make a reality. This quote reminds me of that passion and to never stop dreaming.

Thanks to Tony Ellison, Shoplet.com

Link: <https://hear.ceoblognation.com/2015/09/11/41-entrepreneurs-share-their-favorite-business-quotes/>

## **#49 - Do not fear mistakes, there are none**

This quote has served me well with my business. Being cautious within business is a good thing, but not acting on your ideas due to the fear of messing up can really stifle any growth in the business. Any mistakes that I've made in business have resulted in a positive outcome, I learn from my mistakes.

Thanks Ben Treanor, [Old English Prints](#)

Link: <https://hear.ceoblognation.com/2015/09/11/41-entrepreneurs-share-their-favorite-business-quotes/>

## **#50 - A 100% of nothing is still nothing**

This self-explanatory quote refers to the idea of achieving things, and focusing on outcomes rather than efforts and procedures.

Thanks to Nicholas Hopper, [Crozdesk](#)

Link: <https://hear.ceoblognation.com/2015/09/11/41-entrepreneurs-share-their-favorite-business-quotes/>

## **#51 - You don't know what you don't know**

I believe in the power of asking. My favorite quote, “You don't know what you don't know,” is relevant in all aspects of life. Let's face it, you don't know what you don't know, so ask. How you show up in the world is important. You are a journey; not a destination. Every risk that you take is one step closer to success. Beyond that, every risk taken is a memory, experience or life lesson that ultimately defines who you are and why. Be aware of your influence and adapt to advice.

Thanks to Laurel Mintz, [Elevate My Brand!](#)

Link: <https://hear.ceoblognation.com/2017/09/08/25-entrepreneurs-share-favorite-inspirational-business-quote/>

## **#52 - You will never find rational men on the peaks of tall mountains**

You will never find rational men on the peaks of tall mountains. This was told to me very recently by someone, so I don't know who said, or how they said it, but it evokes a great thought. There are only two types of people that climb mountains, the very determined and the very stupid. There is no rational reason to chase high peaks, they are dangerous, full of unknowns, and can very well lead to death. You climb a mountain because it is an opportunity to see the world from a unique perspective that few every will. As is the case with business, sometimes dumb luck can bring you to the top; following a bold idea that looks dumb at every corner until you're at the peak. However, more often

than not the right skills, effective planning, and relentless drive will take you to the top and a transition from the former to the latter is always key for long term success. That being said, whatever got someone to the top, being rational wasn't the first decision.

Thanks to Rares Crisan, Logojoy!

Link: <https://hear.ceoblognation.com/2017/09/08/25-entrepreneurs-share-favorite-inspirational-business-quote/>

### **#53 - Give your BEST instead of giving the REST**

One of my favorite quotes is actually a poem that I have hanging in my office. It reminds me of the big picture and keeps me grounded when my mind is going a million miles an hour. It reminds me that competition isn't my biggest challenge but compassion is. I need to give as much to my family and personal life as I do to my business. Give your BEST instead of giving the REST.

Thanks to Michael J. Maher, Referco!

Link: <https://hear.ceoblognation.com/2017/09/08/25-entrepreneurs-share-favorite-inspirational-business-quote/>

### **#54 - Obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it...**

The reason why this is one of my favorite quotes is because it gives me inspiration every time there is any type of obstacle. There is always a solution to any problem and you just have to figure it out. Challenges are great because it makes you stronger and the outcome once you figure it out is the sweet taste of victory.

Thanks to MJ Pedone, Indra Public Relations!

Link: <https://hear.ceoblognation.com/2017/09/08/25-entrepreneurs-share-favorite-inspirational-business-quote/>

### **#55 - It takes 20 years to build a reputation and five minutes to ruin it**

My favorite business quote is from Berkshire Hathaway CEO Warren Buffett who said It takes 20 years to build a reputation and five minutes to ruin it... If you think about that, you'll do things differently. No matter what business you are in, your reputation is your most important asset. Burnishing your reputation is of utmost importance and has become much more important in the internet age. A five second search can disqualify individuals from career opportunities. You need to safeguard your reputation and focus on ethical business practices.

Thanks to Robert R. Johnson, [The American College of Financial Services](#)

Link: <https://hear.ceoblognation.com/2017/09/08/25-entrepreneurs-share-favorite-inspirational-business-quote/>

### **#56 - Morgenstund hat Gold im Mund**

My favorite business quote as it relates to work ethic is: “Morgenstund hat Gold im Mund.” It’s German and translates into “morning hour has gold in its mouth”, same as “early bird catches the worm”. It’s amazing how much you can get done in the early morning hours when most people still sleep. It’s also when my mind is most clear. Take advantage of the extra time you have to make your business rise above the competition.

Thanks to Christoph Seitz, [CFR Rinkens](#)

Link: <https://hear.ceoblognation.com/2017/06/21/24-entrepreneurs-share-favorite-inspirational-business-quote/>

## **#57 - If you want something better, you have to be willing to DO something different.**

I'll never forget the day. It was March 2008. After years of hard work, I succeeded in building a multi-million-dollar marketing consulting firm that served mostly Fortune 1000 clients. The business was thriving, I was financially free, but ... I hated working inside my own company. It wasn't the people who worked for me, or our clients. I loved them. It also wasn't the stress of business ownership. I loved being a CEO and an entrepreneur, and the risks I took to start and grow the company provided more income than I ever earned in corporate America. What I hated ... was ... the work itself. I just wasn't passionate about marketing "stuff" anymore. I needed my life, as well as my work, to matter. Realizing there was no way out, and keenly aware of the pending economic crisis on its way, I sold the company and started over. I didn't know where the journey would head, but it didn't matter. Purpose was calling. This lends itself to my own favorite business quote, if you want something better, you have to be willing to DO something different. Why? The art of being an entrepreneur is knowing that you have the power to create your own reality.

Thanks to Terri Maxwell, [Promote on Purpose!](#)

Link: <https://hear.ceoblognation.com/2017/06/21/24-entrepreneurs-share-favorite-inspirational-business-quote/>

## **#58 - Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all.**

I am a small business owner and the quote that resonates the most with me is the following Dale Carnegie saying: "Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all."—Dale Carnegie. As someone who has hit a million times and failed in the past, I believe tenacity is the most important quality an entrepreneur must have to become a success, followed by resiliency. You need to be get up after you fall. If you don't, you won't ever become a success.

Thanks to Kristin Marquet, [CreativeDevelopmentAgency.com](http://CreativeDevelopmentAgency.com)!

Link: <https://hear.ceoblognation.com/2017/06/21/24-entrepreneurs-share-favorite-inspirational-business-quote/>

### **#59 - Suffer the pain of discipline or suffer the pain of regret**

This quote keeps me going in business because there are many days when you wonder if it's all worth it. This quote reminds me to stay disciplined and keep getting up and working hard, day after day, even when everything seems hopeless. Being disciplined like this feels like suffering sometimes, but the alternative is to suffer the pain of regret which is must worse.

Thanks to Marty Spargo, [REIZE Energy Drinks](http://REIZE Energy Drinks)!

Link: <https://hear.ceoblognation.com/2017/06/21/24-entrepreneurs-share-favorite-inspirational-business-quote/>

### **#60 - Stay self-funded as long as possible**

“Stay self-funded as long as possible.” — Garrett Camp. There's something completely wrong in the business ecosystem when entrepreneurs are graded on their last round of fundraising, instead of their company's performance. Celebrating failure is a surefire way to coddle egos, but learning from failure is the only genuine way to realize success. The institutions feeding into these strategies will crumble alongside. Spend precious time focusing on launching, acquiring feedback and achieving product/market fit. It's important to stay confident and agile in an environment where you have a million opinions be forced on you. You should rest easy knowing that there is a path that doesn't require \$1M in seed pre-revenue. Hustle, grit and a high-risk tolerance will always prevail, in my opinion. Obama O's and Cap'n McCain's is a prime example of hustle at its finest.

Thanks to Ryan Hogan, [Hunt a Killer](http://Hunt a Killer)!

Link: <https://hear.ceoblognation.com/2017/06/21/24-entrepreneurs-share-favorite-inspirational-business-quote/>

### **#61 - Every morning in Africa, a gazelle wakes up...**

There is one quote which really stands out for me and I share it with my employees from time to time because it is very motivational. Every morning in Africa, a gazelle wakes up, it knows it must outrun the fastest lion or it will be killed. Every morning in Africa, a lion wakes up. It knows it must run faster than the slowest gazelle, or it will starve. It doesn't matter whether you're the lion or a gazelle – when the sun comes up, you'd better be running. This is very important to understand in the world of business. If you're not out there hustling and doing the best you can, someone else will be there to run right past you.

Thanks to Manoj Marty Puranik, [Atlantic.Net!](#)

Link: <https://hear.ceoblognation.com/2017/06/21/24-entrepreneurs-share-favorite-inspirational-business-quote/>

### **#62 – Comfortable Being Uncomfortable**

“Imperfect Action Beats Perfect Inaction” unknown in entrepreneurship there is no perfect time. The saying hesitation is the enemy of success is all so true. I've seen so many wantrepreneurs worry about websites, business cards, office setup and a bunch of other nonsense that doesn't drive revenues. You've got to get comfortable with being uncomfortable for success to happen.

Thanks to Mike Kawula, [Social Quant!](#)

Link; <https://hear.ceoblognation.com/2015/07/23/15-entrepreneurs-share-their-favorite-business-quotes/>



# 11. How to maintain creativity

## #63 - Read, meet people

I read voraciously on subjects around business growth and how others have done things. There is a lot to be learned and inspired from others that have been successful and many of the methods, tools, and growth opportunities that folks like Arianna Huffington and Richard Branson have utilized to be successful have lessons to be learned. I meet people and take walks with them around the city blocks here in Chicago. With winter coming up, it's going to be something I'll miss the most but the exchange of ideas while being immersed in the urban environment (and nature when the opportunity arises) help create opportunities and space in the mind for an open canvas to think of different or unique ideas for our clients.

Thanks to Aalap Shah, [SoMe Connect!](#)

Post: <https://rescue.ceoblognation.com/2017/12/08/25-entrepreneurs-explain-how-they-maintain-creativity/>

## #64 - Reading various content

I spend an hour every day listening to or reading a wide range of content from science to history to tech to fanfiction to get my mind thinking. I've found that I am most creative when I'm digesting new and interesting information. After this hour, I can feel my mind running at high speed, looking for new connections in the content I just consumed. For example, I read a fanfiction piece the other day that immediately introduced a new content format idea for us to build. The story wasn't written in that format, but the way it was framed led to new ideas.

Thanks to Sydney Liu, [Commaful](#)

Post: <https://rescue.ceoblognation.com/2017/12/08/25-entrepreneurs-explain-how-they-maintain-creativity/>

## **#65 – Several Ways**

“Creativity,” said philosopher Erich Fromm, “is the courage to let go of certainties.” It is harder for CEOs than for their young kids. Get out of your comfort zone. Have long talks with young kids like they are your peers. Walk instead of drive; drive instead of fly. Find a hobby you are not very good at. Jump rope...with someone. Eat weird food. Look at great art and listen to great music you do not like. Spend time with people very different than you. Watch news channels from the “other” side of the political spectrum. Keep a journal and make entries every day. Call an old friend you have not talked with since high school.

Thanks to Dr. Chip R. Bell, [The Chip Bell Group!](#)

Post: <https://rescue.ceoblognation.com/2017/12/08/25-entrepreneurs-explain-how-they-maintain-creativity/>

## 12. What you need to know when starting a business

### #66 - Relentless Perseverance (i.e. Balls)

Seven years into the entrepreneurial hustle, I've learned that entrepreneurship is being on a mission where nothing can stop you. It will take twice as long as you'd hoped, cost exceedingly more than you'd ever budgeted and will be more challenging than anything you'll ever try but if you give it your all and refuse to give up, you can trust it will be the ride of a lifetime. I could be the poster child for the saying, "what doesn't kill you only makes you stronger." No matter what... this has been the most rewarding journey of my life and in the end, I'm going to have a magical story to tell. My advice to other aspiring entrepreneurs is to be brave and follow your instincts. You can't cheat the grind, but if you give it your all, you can trust that the payoff will be worth it.

Thanks to Lori Cheek, [Cheekd!](#)

Post: <https://rescue.ceoblognation.com/2017/06/28/31-entrepreneurs-explain-first-thing-need-starting-business/>

### #67 – A problem

When you start a business, the first thing you need is a problem. Someone else's problem, that is. When I started ReviewTrackers, I spend hours on the phone talking with potential customers. But rather than telling them what I my product was going to do for them. I asked them, what do you want this platform to do. I'd take that feedback, send it to my developers, and we'd use it to improve our product. In the early days, it pays to focus on your customers' problem. Understand what they need and figure out how to provide it.

Thanks to Chris Campbell, [Review Trackers!](#)

Post: <https://rescue.ceoblognation.com/2017/06/28/31-entrepreneurs-explain-first-thing-need-starting-business/>

## **#68 - Business Plan**

Before you spend any of your hard-earned money, you definitely want to layout your idea in the form of a business plan. It doesn't have to be 100 pages long or in a fancy presentation format but your business plan needs to answer a few basic questions including – 1) What is your business about? 2) Who is your target / demographic, what problem will it solve for them and why should they buy from you? 3) What products and services will you offer? 4) How will you market them? 5) How will you fund your business (start-up costs and continuous operating costs)? 6) Where do you see your business in 12 months, 24 months, 5 years etc.? 7) Who /what do you need to support you (people, tools)? Also keep in mind that your business plan should never be static. As you grow in business, your business may evolve or you may change direction completely and so your business plan is something that should be revisited often.

Thanks to Onada Sokunbi, [Clever Girl Finance](#)

Post: <https://rescue.ceoblognation.com/2017/06/28/31-entrepreneurs-explain-first-thing-need-starting-business/>

## **#69 - Hiring World-Class Team Members**

In our 28 years in business, we've learned success is all about the people – your first goal should always be hiring world-class team members. Finding the right people to join your team can be a strategic asset and will be the foundation of your success. Success doesn't happen when you're alone. Once you have the team, you've got to spend time with them, care about them, understand what motivates them and show them how they fit into your company's vision. At 1-800-GOT-JUNK? we're interested in building something bigger and better together than any one of us would choose to do alone. Building a company is a marathon, not a sprint and you need the right people with you to get to the finish line.

Thanks to Brian Scudamore, O2E brands!

Post: <https://rescue.ceoblognation.com/2017/06/28/31-entrepreneurs-explain-first-thing-need-starting-business/>

### **#70 - Trustworthy CPA**

Find a trustworthy CPA. Someone once gave me that advice. I followed it and am very grateful for it. Here's to paying forward.

Thanks to Frank Strong, Sword and the Script Media!

Post: <https://rescue.ceoblognation.com/2017/06/28/31-entrepreneurs-explain-first-thing-need-starting-business/>

### **#71 - Domain & Social Accounts**

We're well into the Digital Age so when starting a business one of the first things you need to do is secure your domain(s) (URL) and social accounts. Focus at minimum on the core sites which for business-to-business enterprises (where I focus) are LinkedIn, Facebook, Twitter and YouTube. Even if you don't need to use all or any of these right away you'd be wise to future proof your business by owning the assets.

Thanks to Jacqueline (Jaci) Burns, Market Expertise!

Post: <https://rescue.ceoblognation.com/2017/06/28/31-entrepreneurs-explain-first-thing-need-starting-business/>

### **#72 - Solid Business Plan**

Make sure you have a solid business plan that allows you to delegate most of the work and frees you to make important decisions. If your entire business revolves around you doing most of the work, there's no potential for growth.

If you refuse to delegate, there won't be any growth. Businesses are built by teams, not by individuals.

Thanks to John Jonas, [Onlinejobs.ph](http://Onlinejobs.ph)!

Post: <https://rescue.ceoblognation.com/2017/06/28/31-entrepreneurs-explain-first-thing-need-starting-business/>

### **#73 - Solution to a Problem**

The first thing you need to start your own business is a solution to a problem. Every good, successful business idea stems from a problem. Find a pain point, something that annoys you or other people. As Reed Hastings, CEO of Netflix, once said, you want to find the aspirin for that problem. You want a specific solution to the problem. You don't want to be vitamins, which just offer a vague solution.

Thanks to Chris Brantner, [CutCableToday.com](http://CutCableToday.com)!

Post: <https://rescue.ceoblognation.com/2017/06/28/31-entrepreneurs-explain-first-thing-need-starting-business/>

### **#74 - Therapist**

The first thing I tell people they need when they say they want to start a business is a therapist! I'm only half-kidding when I say that. The highs are high and the lows are low when you're launching a new business. It takes an emotional toll, even for the toughest entrepreneurs. There will be rough days and it is important to have someone there for emotional support. That person could be a significant other, a mentor or a professional therapist.

Thanks to Jon Sterling, [Agents Launch](http://Agents Launch)!

Post: <https://rescue.ceoblognation.com/2017/06/28/31-entrepreneurs-explain-first-thing-need-starting-business/>

## 13. How to use a blog for business

### #75 - Inspire our users

BeFunky is an online photo editing and graphic design platform that makes creating powerful images and designs simple for the everyday user. Our users come from a wide demographic range; from business owners to bloggers to aspiring photographers. Because of this, our blog is ultimately meant to inspire our users to dig deeper and get more creative with how they're using BeFunky. Our case studies showcase how everyday business owners, bloggers, music artists, and beyond are using BeFunky to create materials that set them apart. Our tutorials act as a guide for using our features to create amazing images and designs. We produce content at least twice weekly and our goal is to help our users learn how to use our tools more efficiently. We can visibly see the results as images and designs are uploaded to BeFunky accounts, and it's been really cool to see how our blog posts influence our users to be more creative.

Thanks to Tekin Tatar, [BeFunky](#)

Post: <https://rescue.ceoblognation.com/2016/07/24/15-entrepreneurs-explain-how-they-use-their-blog-for-business/>

### #76 - Business Promotion

I use various kind of free blogs like Tumblr, BlogSpot, Weebly, WordPress and so on to promote our website's listing in search. Each one we use for specific purposes like product release, supporting awareness details, video promotion and much more. I basically do a research before publishing a post. I will search for popular relevant terms, images & names of those, title or description from Ad section for my search term and based on these I will make a post on a product or awareness or whatever it may be. But your job is not done when you just publish it on net. We must publicize the post in social profiles like twitter, LinkedIn, G+ and so on to get hits. This will work as a base for our website's popularity. And I strongly believe, if we use the blog in a right way, definitely we can reach heights and it help us get listed for popular searches. This is how I use my blogs for my business promotion.

Thanks to Billie Jean Bateson, [Amazing Wristbands](#)

Post: <https://rescue.ceoblognation.com/2016/07/24/15-entrepreneurs-explain-how-they-use-their-blog-for-business/>

### **#77 - Marketing and Outreach**

Our blog is an instrumental part of our marketing outreach and it plays a couple of major roles. The first is building thought leadership within the education space. We publish a few times a week to share thoughts and news on trends in higher education. We also use our company blog as a resource for the students we work with by publishing tips and how-to articles that cover everything from how to apply for a student visa to how to set up a checking account in a foreign country.

Thanks to Daniel Bjarne, [SchoolApply](#)

Post: <https://rescue.ceoblognation.com/2016/07/24/15-entrepreneurs-explain-how-they-use-their-blog-for-business/>

### **#78 - Post Relevant Information**

At EcoloBlue we offer machines that create water from air. We use our blog post in many ways. We post about upcoming events, anytime we make the News and anything we find relevant to water sustainability. Although EcoloBlue has been around since 2007 there are still many people that are not aware of us or how our system works. Our blog post has been the best way to make people aware of our product and the service we offer. We use other social media sites to get consumers to visit our blog page and this is a great way for us to communicate with consumers. We often construct articles that bring awareness to consumers about different water concerns including plastic pollution at beaches and how harmful Microbeads are to water. We also post news articles we are in including how we are donating 250 of our machines to residents of Flint, Michigan that have been affected by a water crisis. If anyone



wants to know more about EcoloBlue go to our blog page and you should get all the information you need.

Thanks to Trena Wilson, [EcoloBlue](#)

Post: <https://rescue.ceoblognation.com/2016/07/24/15-entrepreneurs-explain-how-they-use-their-blog-for-business/>

## **#79 - Being Able to Compete**

My main business is in affiliate marketing and it would be unthinkable to have a website without a blog in this industry. The blog serves several purposes: 1) SEO; 2) Traffic; 3) Engagement and 4) It allows us to compete, search engine-wise, with the big players in the same niche. We compete by offering high-quality blog posts that provide information not aggregated elsewhere. I've been using this tried-and-true formula of finding a niche in the world of online services and then creating a catchy website which offers real-person reviews, in-depth information and relevant blog posts to successfully form several affiliate marketing businesses over the past decade. Without a blog, the formula would be missing one of its key components.

Thanks to Daren Low, [Bitcatcha](#)

Post: <https://rescue.ceoblognation.com/2016/05/14/15-entrepreneurs-explain-how-they-use-blogging-for-business/>

## **#80 - Engage Local Clients**

The Voice of Your Customer is a marketing consulting firm that specializes in penetrating diverse populations. We use our blog, The Voice of Black Cincinnati, to engage with our local clients beyond our social media posts. Most of our content comes from work we are doing for our clients (promotions and community outreach) as well as resources that we need for our business (recruiting and online research). We have an extensive process of creating the most engaging content that includes social media activity, trending topics on social media and the news, and updates from our industry. Our blog has been

live for approximately 90 days and we have approximately 45,000 page views. We have also increased impressions for our clients. Our blog is definitely a win-win-win for our clients, our target audience and our business.

Thanks to Crystal L Kendrick, [The Voice of Your Customer](#)

Post: <https://rescue.ceoblognation.com/2016/05/14/15-entrepreneurs-explain-how-they-use-blogging-for-business/>

### **#81 - A number of ways**

We share inspirational stories and actionable insights from people who have found a way to make money work for them, so other people can do the same. Throughout the blog we recommend relevant, useful financial products that we personally use and endorse. In addition, the blog drives traffic to our financial product comparison and review pages which are compiled with editorial objectivity irrespective of any commissions we might receive to ensure the information is trustworthy to our readers. We also run surveys to better learn about our audience, and plan on expanding into informational products in the near future once we have a deeper understanding of their needs.

Thanks to Han Chang, [Investment Zen](#)

Post: <https://rescue.ceoblognation.com/2016/05/14/15-entrepreneurs-explain-how-they-use-blogging-for-business/>

### **#82 - Give High-Quality Free Information to Generate Leads**

My field is law and ultimately, I use my blog to sell legal goods and services. Initially, I blogged so people would find me when searching for particular keywords, i.e. search engine optimization. I now take a more people first approach and use my blog to provide high-quality information to my target audience. High-quality posts to my target audience are valued by my audience

and not viewed as spam. For example, my latest piece of content is a blog post, with a corresponding video presentation with 50 slides on contracts for real estate investors that is free to download. It took a while to make but I was able to make connections with a lot of real estate investors after posting that piece of content. By providing great content for free I become more valued by my target audience and ultimately get more paying clients.

Thanks to Brian Pendergraft, Esq., [The Pendergraft Firm, LLC!](#)

Blog Post: <https://tpf.legal/real-estate-contracts-for-investors/>

Post: <https://rescue.ceoblognation.com/2017/06/24/20-entrepreneurs-share-use-blogging-business/>

### **#83 - Grow Consumer Trust & Recruit Consumers**

Our team uses blogging as a way to grow consumer trust in our brand and recruit a larger consumer base. We have collective experience and resources that help us implore our skills and industry insights and share them with the public. We want to share that with our existing and potential clients because it's helpful and useful for them. When we become a useful resource, we grow our brand credibility, and become a company that is on the forefront of the client's mind. Obviously, this is important when there is competition in the marketplace. But, it's more than that. When consumers seek your brand for advice it means that they trust you and are happy to trust your services too. Using a blog is a great way to recruit clients in the future too. This is especially true when you are able to write on topics that are related to your niche, but attract a different user base. When you cover a diverse range of topics, you speak to and relate with a whole new base of potential clients. At this point in time you are able to be there for them as an immediate resource who they will think back on later. This is a great way to grow your community through a new demographic. Blogging is a great business tool which is why is a burgeoning industry!

Thanks to Nicole Silver, [TrustedPros Inc.](#)!

Post: <https://rescue.ceoblognation.com/2017/06/24/20-entrepreneurs-share-use-blogging-business/>

### **#84 - Give our Company a Heartbeat**

With our blog, we really try to give an in-depth look at the science and people behind Colorescience. Our goal is to give our company a heartbeat, if you will, as a way to further connect with our customers. We believe it's important to feature the people and technology that has made our company so great throughout the years. We also use our blog to highlight what makes our products so unique and effective. Whether it's our Brush-On sunscreen or our Mineral Corrector Palette, we give our readers the inside scoop as to what makes our award-winning products so great.

Thanks to Jameson Slattery, [Colorescience](#)!

Post: <https://rescue.ceoblognation.com/2017/06/24/20-entrepreneurs-share-use-blogging-business/>

### **#85 - For Fun & Business**

I use my blog for fun... and to help with my business. I'm a Yunique presenter (think a more modern version of Mary Kay or Avon) and I like to mention a thing or two about it in my blog. Sometimes I will write about the mascara or the network marketing industry in general. I don't want it to be all business all the time, because that won't appeal to most people.

Example Post: <http://www.mascaramavenandmore.com/why-the-avon-lady-doesnt-make-me-think-grandma-anymore/>

Thanks to Christina Nicholson, [ChristinasMascara.com](#)!

Post: <https://rescue.ceoblognation.com/2015/06/08/30-entrepreneurs-explain-how-they-use-their-blog-for-business/>

## **#86 - Provide crucial information**

Our SaleHoo blog covers sales tips, business and marketing advice, product suggestions, industry news, company news and more. In other words, the blog covers everything e-commerce professionals need to be successful. By providing crucial information presented in an interesting way and by promoting this information in our social media and emails, we drive prospective and current customers to our website. For prospective clients, our blog keeps SaleHoo top-of-mind, thereby increasing the likelihood they'll make a purchase. For current clients, our blog delivers essential information they need to be successful, and it demonstrates our commitment to their continued success in e-commerce.

Thanks to Simon Slade, [SaleHoo!](#)

Post: <https://rescue.ceoblognation.com/2015/06/08/30-entrepreneurs-explain-how-they-use-their-blog-for-business/>

## **#87 - Personalized Element**

Every business has customers and if you're lucky, each has a raving story to share about their experience. At ScanMyPhotos.com, the Ecommerce photo digitization service, we have a team of expert copywriters who reach out and ask customers to share their emotional, personal stories about why they digitized their decades of analog snapshots. These stories are shaped into personal interviews, where they share their favorite pictures and narrate the memorable, nostalgic stories behind their favorites. This creates a personalized element to the ScanMyPhotos.com blog which is then shared by them and others, to further engage and also promote our company and their experiences.

Example Post: <http://www.scanmyphotos.com/blog/2015/05/former-globe-trotter-and-current-grandmother-shares-photos-of-adventure-and-loved-ones.html>

Thanks to Mitch Goldstone, [ScanMyPhotos.com](http://ScanMyPhotos.com)!

Post: <https://rescue.ceoblognation.com/2015/06/08/30-entrepreneurs-explain-how-they-use-their-blog-for-business/>

### **#88 - Brand Promotion**

My blog, DigThisDesign.net is an international design blog about ALL things design. Besides promoting my brands my blog makes me money as an advertising platform. DigThisDesign also offers opportunities at events that we cover as press and we cover many different events do to the diverse design topics we write about. I would say my blog has been a pleasant surprise. Never in my wildest dreams did I think it would become so successful for me. I truly thought of it as a promotional platform when I set out to do it. The twist and turns of life are amazing!

Thanks to Patricia Davis Brown, [DigThisDesign.net](http://DigThisDesign.net)!

Post: <https://rescue.ceoblognation.com/2015/06/08/30-entrepreneurs-explain-how-they-use-their-blog-for-business/>

### **#89 - Traffic & Showcasing Expertise**

We blog 5 days a week at Three Girls Media. Our purpose is two-fold. Of course, it's well know that blogging consistently, down to the same days of week and same time of day, is great for search engine optimization (SEO) and driving new traffic to your website. In addition, our blog is a way to showcase our expertise and educate our client base on topics that are relevant to them such as social media and public relations.

Example Post: <http://www.threegirlsmedia.com/2015/06/05/3-social-media-lessons-from-the-view/>

Thanks to Erika Taylor Montgomery, [Three Girls Media](#)!

Post: <https://rescue.ceoblognation.com/2015/06/08/30-entrepreneurs-explain-how-they-use-their-blog-for-business/>

## **#90 - Content from Students**

Both of our blogs are actually populated with content written by our students. One of the blogs is focused on our graduates which not only helps bring in more students, but allows us to spotlight our graduates' journeys beyond the classroom and the successes they've experienced. Our other blog is written by students who are currently enrolled and is both fun for them to write and helps manage the expectations of those who might be looking to enroll.

Example Post: <http://techtalentsouth.com/student-blog/campaign-trail-to-tacos-to-tech/>

Thanks to Betsy Idilbi, [Tech Talent South](#)!

Post: <https://rescue.ceoblognation.com/2015/06/08/30-entrepreneurs-explain-how-they-use-their-blog-for-business/>

## **#91 - Educate Our Fan Base & Generate Traffic**

We provide the market with luxurious ties at an affordable price, all while helping gentlemen dress better. Hence, each of our ties comes with a card with recommendations for matching suits and shirts. In conjunction with our philosophy of helping gentlemen dress better, we run a men's style blog with over 100 articles related to formal wear fashion. This helps to educate our user base further and assists in generating traffic as we become thought leaders in formal wear and especially neckties. This building of trust overtime results in repeat traffic, and as an e-commerce business, you want to continually get in front of an audience that enjoys and trusts your content.

Thanks to Rishi Chullani, The Dark Knot!

Post: <https://rescue.ceoblognation.com/2015/06/08/30-entrepreneurs-explain-how-they-use-their-blog-for-business/>



## 14. Best tips for better SEO practices

### #92 - Optimize Blog Posts

Optimize your blog posts for SEO. Studies have found that B2B marketers that blog receive 67% more leads and marketers who have prioritized blogging are 13x more likely to enjoy positive ROI. Optimizing your post with proper SEO is one of the best ways to ensure your site gets as much visibility as possible – even older posts continue to draw traffic if the content is valuable and answers a question that many visitors or potential customers search for. Proper SEO optimizes your post so that it can be effectively indexed in search engines like Google. When writing your blog posts, use relevant key phrases (not just key words) throughout the content, especially in your headline and social posts, to draw organic traffic and simultaneously grow your audience.

Thanks to Maria Sipka, [Linqia](#)

Post: <http://rescue.ceoblognation.com/2016/09/25/15-entrepreneurs-share-their-best-tips-for-better-seo-practices-3/>

### #93 - Using HARO

One great SEO tip that helps to establish expertise and build your authority in search results is to answer Help-A-Reporter-Out (HARO) requests. If you're unfamiliar with HARO, it is a mailing list where reporters and writers send queries looking for expert advice on a specific topic. Help a Reporter Out is free and easy to sign up and you can pick specific topics to answer, that you have expertise on. The first benefit is you can potentially be featured in high quality sites like Forbes or Inc. Which will help you to establish thought leadership in the area they are looking for. The second benefit is getting a link back to your own site, which will help your site to perform better in search engine rankings. Even better, most of the links you get from HARO will be clearly branded, for extra SEO value. It only costs you time and effort, but can

be an effective way to get exposure and good press for your business and boost your SEO efforts.

Thanks to Michael Heiligenstein, [Fit Small Business](#)

Post: <http://rescue.ceoblognation.com/2016/09/25/15-entrepreneurs-share-their-best-tips-for-better-seo-practices-3/>

## **#94 - Take It Offline**

When approaching your SEO strategy take it offline. Many of your competitors will do their keyword research, set-up their site architecture and begin a company blog so you're going to need to step it up to outsmart them. Google gives more weight to high-quality inbound links and mentions in prominent publications so invest in a long-term strategy that builds a community around your brand. The best way to be featured is to develop in-person relationships. Get out to media and industry events, meet the people behind the websites you want to work with and determine how you can help them succeed with their business. The links, guest blogs and mentions will follow naturally and so will your organic rankings.

Thanks to Alyssa Furtado, [RateHub](#)

Post: <http://rescue.ceoblognation.com/2016/09/25/15-entrepreneurs-share-their-best-tips-for-better-seo-practices-3/>

## **#95 - Think Global, Act Local**

Think Global, Act Local: I see many businesses trying fight for high volume/high competition keywords in organic. That's good! You will get there! But not right away. Organic takes a lot of time and effort, and first results are usually seen not earlier than in 6 months (best-case scenario). And if there are no results for so long, it can be very discouraging. Here is what you should do – focus on local for a couple of months (if you are a local business). When

done properly Local Search Optimization strategy can get you in the local 3-pack (where people often choose where to go) relatively quickly. And if you are local business, maybe it's all what you need – be in the local 3 pack for the most relevant key words. Play Ahead: If you are small business, and your website does not have enough authority chasing high-competition key words probably isn't the best idea. We already know what local businesses should do, but what if you not? Target long-tail keywords. These keywords are generally very low in the conversion funnel, and they often have lower competition level. Also, know what's happening in your industry! Let's say you know that you are an immigration lawyer and know that a new legislation will be in place next year. Chances are – there is no much written/said about it on-line (low competition). There is not much search volume either, but there will be. And you can be the first one to write about it. You get the first-mover advantage, and can establish some authority on the subject long before competitors even start thinking about it.

Thanks to Sergey Alakov, Cooksville Dodge

Post: <https://rescue.ceoblognation.com/2016/05/22/15-entrepreneurs-share-their-best-tips-for-better-seo-practices/>

## **#96 - Mobile friendly website**

Make sure your website is as mobile friendly as possible. This is especially important since roughly half of the traffic on the Web now comes from mobile devices. To make searches easier for mobile users, Google began factoring sites' mobile-friendliness in their rankings. The more mobile-friendly the site, the higher it ranks in the search. You can check out how your site performs on smart phones and other devices by using Google's Mobile-Friendly tool. A low score may indicate you need to switch to a responsive design that adjusts its layout to accommodate the screen of the device that accesses it.

Thanks to Brian Sutter, [Wasp Barcode](#)

Post: <https://rescue.ceoblognation.com/2016/05/22/15-entrepreneurs-share-their-best-tips-for-better-seo-practices/>

## #97 - Keep Content Simple

It's of no use to stuff keywords in your content where it's not necessary. Keep your content simple with naturally placed keywords and free of plagiarism. The more informative a content is, the more value it earns from Google. Try refreshing your content after every few months so that it ranks more efficiently. Avoid going for a sales pitch too aggressively and try pushing out educational content that generates users' interest which ultimately leads to sales.

Thanks to Haris Mumtaz, [PureVPN](#)

Post: <http://rescue.ceoblognation.com/2016/12/18/10-entrepreneurs-share-their-best-tips-for-better-seo-practices/>

# 15. How to cut costs in a business/run on a budget

## #98 - Detailed List of Transactions

Every month, I run through the detailed list of transaction from the previous month. Often there are recurring costs or obvious areas to cut down that I wouldn't have noticed in the summarized P&L statements.

Thanks Keith Brink, Twassistant!

Post: <http://rescue.ceoblognation.com/2015/09/02/7-entrepreneurs-explain-the-best-ways-to-cut-cost-in-business/>

## #99 - Cut Back on Spending

A few things can really add up at your small business that you don't even realize! For me, if I need to cut back on spending I first look at our ad spending. I take a deep look at analytics and see what is working and what isn't. We typically will cut back on some and leave others and find we get just as much traffic either way. I also look at things like postage/shipping and the phone bill. I'll research some new ways that we can ship things in a cheaper way or see if there are any new promotions for the phone lines we can qualify for. Anything helps!

Thanks to Nellie Akalp, [CorpNet.com](http://CorpNet.com)!

Post: <http://rescue.ceoblognation.com/2015/09/02/7-entrepreneurs-explain-the-best-ways-to-cut-cost-in-business/>

## #100 - Five Year Plan

Establish a five-year plan. When I founded my business, I thought about where I wanted the business to be in one year's time, two years' time, etc.... This gave me a rough idea for how to properly budget for expansion, and also prepare for any potential pitfalls along the way. We started as a single-room business with a small number of staff; ten years on, we now operate from a

40,000-sq. ft. facility and employ over 160 members of staff. We are currently in the middle of our next five-year plan, only rather than focusing on how to get off the ground, this one features discussions on purchasing a third building, television campaigns and how to generate an even larger turnover than our current £15m.

Thanks to Darren Green, [Roller Blinds](#)

Post: <http://rescue.ceoblognation.com/2016/11/12/10-entrepreneurs-share-their-best-tips-for-running-a-business-on-a-budget/>

# Appendix

1. Read: <http://ceoblognation.com>
  - a. Hearpreneur: <http://hear.ceoblognation.com/>
  - b. Rescue a CEO: <http://rescue.ceoblognation.com/>
  - c. Teach a CEO: <http://teach.ceoblognation.com/>
  - d. DMV CEO: <http://dmv.ceoblognation.com/>
  - e. Gresh's Business Blog: <http://prograshion.ceopress.com/>
  - f. Blue 16 Corner: <http://16.ceoblognation.com/>
  - g. Black Wall Street: <http://bws.ceoblognation.com/>
  - h. Healthy CEO's: <http://healthy.ceoblognation.com/>
  - i. Star CEO: <http://star.ceoblognation.com/>
  - j. Business Directory: <http://directory.ceoblognation.com/>
  - k. Business Events: <http://events.ceoblognation.com/>
2. Listen: <http://ceochat.co>
3. Watch: <http://cbnation.tv>
4. Community: <http://iamceo.community>
5. Membership Site: <http://b16.co>