



5 STEPS TO FUNDING YOUR BUSINESS

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Small business owners know that financing their business is a difficult challenge. Here are five important steps that will lead you on the path to becoming your own boss.

1. PUT SOME SKIN IN THE GAME

If you want someone else to take a gamble on your idea, they're going to expect that you're betting on yourself too. Investing your own money in your business is a way to ensure you retain ownership and control.

2. BE CAREFUL WHAT YOU ASK FOR

Funding comes in many different forms and each one has its own set of rules. Educate yourself on the options available to you and what exactly it is that you need. Some investors may want to take equity in your business and some loans may be more expensive than you can handle long-term. It's crucial to know what you are getting into in regards to financing.

3. THINK IT THROUGH

OK, so you want to start a business. But does the market really want what you're selling? You may find it hard to open a coffee shop if there are already 10 competitors selling a cup of joe in your town. Market research will tell you if your great idea makes fiscal sense. Don't skip out on the background legwork and research. Sometimes it's the details that make all the difference.

4. PROVE YOURSELF

Establishing a reliable cash flow is the lifeblood for every company. Starting a business will mean that you are responsible for paying taxes, employee payroll, and paying back your creditors. You will need to consider seeking out the guidance of an accountant or financial advisor who can help you stay organized and keep your business on the track to profitability.

5. FOLLOW THE PLAN

If you think of yourself as the head coach of your business, then your business plan is your playbook. Everything you need for becoming a success should be outlined in detail in your business plan. Seek out a Small Business Resource Center at a local university to get started. As an entrepreneur, you will need to start with a strong business plan, then refer to it often to ensure you are making all the right moves.

With a lot of planning and a little luck, you should be on your way to a bright future as America's next success story.



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