

Rands with Sense

5 Steps For Starting Your Own Business

1. Step one: **identify a problem worth solving and find a solution.** Whether you want to make a product or sell a service, it must be something that people need, otherwise no one is going to buy it. Look around you, do some research and identify a problem that you think you can solve with either a product or a service.
2. Step two: **write down a business plan.** It can be simple, as long as you write down the details of your product or service, the goals you have for your business, and the customers to whom you will be selling.
3. Step three: **test your idea to see if it works.** Will people buy it? Are you selling it to the right people? What do people like or dislike about it? Don't be afraid to make changes to your product or service. People must like it to buy it.
4. Step four: **figure out how you can sell more.** Many start-up businesses make the mistake of getting excited when they sell their first order, but your business needs to be sustainable. The more you are able to sell, the more your business will grow. You will have to make sure that you have enough money to keep you in business until operations are running smoothly.
5. Step five: **buy into your vision.** You have to believe in your business and the product or service that you sell. Will you buy a handmade scarf from someone who wouldn't wear it themselves? Remember: you are responsible for making a success of your business. If you want others to believe in it, you must believe in it too.

