Ten steps to start and grow a great business

Join Enterprise Nation on a journey from idea, to launch, to growth. Discover the essentials of building a business – and the resources available to help

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How do I start a business?

- ✓ Find an idea
- ✓ Test your idea
- ✓ Name your business
- ✓ Choose a legal structure
- ✓ Write a business plan

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What are the legal requirements?

- ✓ Insurance
- ✓ Health and safety
- ✓ Regulatory requirements
- ✓ GDPR



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Where can I find financial support?

- How can I start a business with no money?
- How do I keep track of what I'm spending?
- I need help with payroll
- Tax and VAT – help!

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How can I master my marketing?

- ✓Learn about your customers
- ✓Get in the press
- ✓Attend events
- ✓Enter awards
- ✓Spend time on your website
- ✓Write a blog
- ✓Improve your SEO
- ✓Email marketing
- ✓Social media
- ✓Flyers
- ✓Referral strategy
- ✓Measure results



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How can I make more sales?

- ✓ Identify buyer personas
- ✓ Define your USP
- ✓ Audit your sales process
- ✓ Set realistic sales goals
- ✓ Don’t be afraid of rejection

enterprisenation.com/school-of-sales



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How can I gain competitive advantage?

- ✓ Charge less
- ✓ Charge more
- ✓ Differentiate / Niche down
- ✓ Leverage technology



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How do I take on my first employee?

- ✓ Define the role
- ✓ Who is your ideal candidate?
- ✓ Plan your interview style
- ✓ Don’t rush the process



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How important is customer service & what does good customer service look like?

- ✓ Understand your customers' needs
- ✓ Train your staff
- ✓ Use automated technology
- ✓ Be empathetic



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Final two points…

- ✓ Network
- ✓ Don’t be afraid to ask for help



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