

# IMPORTANT **BUSINESS**



A COMPREHENSIVE GUIDE ON THE IMPORTANCE OF BUSINESS

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# Introductory

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**A business builder envisions what they want their business to become. The vision eventually becomes a plan based on analysis of personal and competition strengths and weakness, the marketplace, and strategies of ways and means to materialize the vision.**

Opportunity chasing is an invitation to under achieve because time is spent looking for and trying out the best deal on the hottest trend instead of building business with strategy focused on product line congruent with personal values, business growth, and the customer base that drives it. While all these characteristics may be present in any opportunity, analysis of how your time and money converts to Return on Investment (ROI) may not be clear.

With no other test but whether or not it can make some money as soon as possible, opportunists chase the elusive get rich quick easy promotions. Although sales and network matrix building are important business assets, what opportunists tend to overlook are basic long-term strategic plans.

Instead of chasing opportunities, business builders tend to analyze and develop them. Business building whether on or off the internet requires a variety of skills that must be developed for any specialized but profitable segment of a market or niche. Therefore, one main difference between business building and opportunity chasing is how leverage is used.

Opportunity seekers tend to choose offers that appear to be do-able from their personal effort as part of a team or network of affiliates which begs the question, who is leveraging whom? Conversely, the business builder tends to select only product and service opportunities that support a scalable business where personal time and ROI can be leveraged for profit.

Network or matrix marketing is geared to out-task work up and down the lines of the network. While this certainly generates a flow of money for products and services, any real or perceived long-term benefit to participants may be significantly less than expected.

In theory, ROI compels many opportunity seekers to do the same thing as everyone else. In practice, they end up trying to do it longer, faster, and

smarter than everyone else with a net result of diminishing returns or lower ROI and their expectations shattered by apparent under achievement.

On the other hand, business builders out-source instead of out-task to quite simply continue to add value to their time instead of having it fixed or decreased by matrix limits. The measurable difference between out-sourcing and out-tasking is whether your time produces an increase or decrease of your return on investment. The h4h.biz site was set up to teach business building by involving participants as co-authors in ebook projects.

In theory, ROI should produce a win-win outcome. Unfortunately, in practice, it differs more often for opportunity chasers than business builders. Opportunity choosing and business building are both important activities, but one without the other is like a car without gas, a nice ride but doesn't go very far.

# Chapter 1: Business Financing Made Simple

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**Do you have a new or growing business? If you do, sooner or later you will need business financing.**

Of course, if you are like most business owners, your first inclination might be to look for a business loan. Unfortunately, business loans can be very hard to get, take weeks to set up and don't fit too well with most businesses. You might be better off looking for alternative business financing products.

I am going to discuss two alternative business financing products. As opposed to the traditional business loan, they are easy to obtain, can be set up in days, and they grow as your business grows.

## **Invoice Factoring**

If your biggest business financing challenge is that you have clients who take as long as 60 days to pay their invoices, then the solution is to factor your invoices. Factoring, or invoice factoring as it is often called, accelerates your clients' invoice payments and gets you paid in about 2 days. Factoring does not involve changing your customers' payment habits, but rather, financing your slow paying invoices through a factoring company. With factoring, you can capitalize on your invoices and get the funds you need to meet payroll and pay suppliers.

## **Purchase Order Financing**

If you are a reseller or wholesaler and your biggest challenge is that you cannot afford to pay your suppliers, then purchase order financing is the best tool for you. Purchase order financing provides you with the necessary funds to pay your suppliers (usually by a letter of credit). This enables you to buy the goods to fulfill your orders and make the sale.

Both purchase order financing and invoice factoring can be obtained from a factoring company (rather than a bank). Both solutions are very affordable, but they work best when the business has profit margins of 15% or more.

## Chapter 2: Business Funding Sources

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**When you decide to open a business on your own, often times the excitement will have you ready to launch your idea right away, however one thing that may be holding you back.**

You have several options in gaining much needed capital to begin to implement your business ideas. This article will include some ideas you can use to find funding for your business and begin to make the capital you need to grow.

So where can you begin to find funding sources for your business to gain capital? First place you should look is at the support of your friends and family. Occasionally, some people will get lucky and be able to find a lender within their family or friends to begin a business.

You will want to be extremely careful however, borrowing from close friends or family can hurt your relationship with them, if extreme care for repayment is not made.

Another excellent avenue is to investigate any type of small business loans your government may offer. Many governments will offer new business owners loans for business startup, or disaster assistance and training. Also with the fast-growing internet population there has been websites that have been created that allow lenders and borrowers to come together in efforts of starting up a business.

Another idea is to seek out venture capital firms; these are types of financial businesses that pulls together all partners resources and use these funds in efforts to help a new business entrepreneur being their business.

In addition, look into your home equity, these types of loans typically called a second mortgage, allows you to borrow money from an institution by using the equity contained within your home as a form of collateral.

Lastly, credit cards and angel investors are two other types of funding sources you can investigate. Using your personal credit card can be a very

tempting funding source; this typically works if you have enough of a credit limit as well as the means to pay it. With credit cards, you will want to be extremely careful in using them for your business venture and make sure that you keep up with the minimal payments at least; otherwise, you could end up hurting your credit and its rating.

Angel investors are typically retired executives or business owners, which are specifically there to help you start your business. These angel investors typically can provide you beginning capital in excess of what any other funding source can. Generally, these loans can start at \$20,000 all the way up to around two million.



## Chapter 3: Business Opportunities For Start Up Business

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**Today's retailing market is hot but fills with challenge. To survive and prosper in the industry, new and better products at reasonable wholesale pricing are the main considerations which business owners keep in mind.**

Smart business buyers are concerning themselves not only with what moves products, but also with what moves people.

For exceptional results in your retail or wholesale business area need inspiration. The SUPPLY JEWELRY WHOLESale Distributor delivers. The SUPPLY JEWELRY ONLINE WHOLESale SHOP is one of today's reliable online shops of new and unique jewelry gift merchandise.

Supplyjewelry.com is not only the perfect wholesale supplier for well-established retail or wholesale businesses, but also an excellent purchase resource for start-up business, home based ventures, web based auction site, eBay sellers, or mail order business, flea market places.

Our low true wholesale prices enable you maximizing your limited capitals in the start-up stage and gaining more profits while your business grow.

The company carries all kinds of trendy merchandise including fashion accessories, candles holder, aroma incense burner, interior home decoration and costume jewelry for starting your business. Once your business grows and you can afford more expensive merchandise.

We also sell hand-made gemstones sterling silver jewelry include charms pendants, earrings, chains, bracelets, rings and more. This is a perfect job opportunity to be your own boss!

You have got your individual strengths and passion to start your own business, now you need something to move your idea or business enterprise to the real world.

With Supply Jewelry Wholesale products, you can start your own jewelry business or gift retail venture with thousands of unique designs of jewelry and home garden decoration, giftware. Wholesale Jewelry Direct Distributor delivers some of the best-known jewelry and gifts in the world from trendy sterling silver jewelry, costume imitation jewelry to fashion accessories and finishing touches for the home.

Wholesale jewelry, gift items, home decor and garden supply accessories are our specialty. Their low minimum requirement gives you great flexibility. The vast product lines provide superb selection for your purchasing needs. Unique and ever changing monthly new arrivals assure you get the trendiest jewelry gift accessories available in the world market.

Start making money at home - fast, easy, new, even FREE home-based business opportunities and small business ideas are available on the internet. Anyone can easily work from home!

For existing business owners, have you ever considering to expand your merchandise in your physical gift stores? Don't wait, get into jewelry and fashion markets which is in high demand in every corner in North American.

The online wholesale web site [supplyjewelry.com](http://supplyjewelry.com) allows you to shop wholesale for your business by using your creative sense in combining styles and fashions with our thousands of necklaces, bracelets, anklets, earrings, rings, toe rings, hair accessories, key chains and more!

## Chapter 4: Business Opportunity Seekers

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**If you are involved in any type of multi-level, network marketing program, home based business, or other type of direct sales program, then you are probably interested in building your business using business opportunity seekers.**

These are people who have expressed an interest in a home-based business, extra-income opportunity, multi-level marketing, or entrepreneurship by signing up on one or many websites that match business opportunity seekers with the type of offering they are looking for.

Some people may have no interest in having a business of their own, and simply want to make extra money working for someone else. If this is the case, then maybe they just need to get a second job. Serious business builders are business opportunity seekers who want to be involved in their fate, and be able to say what goes, not just do what someone else tells them to do.

There are a number of list providers on the internet that specialize in gathering information on perspective business opportunity seekers, by asking them to fill out a simple form about what type of money making venture they are looking for.

The lead company then compiles this information for sale to multi-level marketers (MLM) and other types of businesses who need fresh responsive leads, not just lists that have been circulated to thousands of people. Making calls to these people will not be a positive experience because they have already been bombarded with calls from your competition.

They don't want to hear what you have to say. On the contrary, actually speaking with a true business opportunity seeker is a refreshing experience, because this person really wants to listen to you about what you have to offer. Lead companies also sell pre-qualified leads that can greatly increase your efficiency and level of success.

These pre-qualified business opportunity seekers have been contacted by the lead company to verify the type of opportunity they are looking for, so that they can be matched as closely as possible for just the right fit.

Business opportunity seekers are the cornerstone of any MLM, direct sales, home based business. It is not always possible to continue recruiting new people from your warm market only.

At some point, all multi-level marketers must search for business builders outside of their group of family, friends, and co-workers to connect with those people who are just waiting to be found. Are you a business opportunity seeker?

## Chapter 5: Everyday Accounting

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**If you are considering striking out and starting a new business, you have probably been investigating what are known as "business opportunities".**

A business opportunity is usually a complete package that contains a product or line of products, and a marketing strategy for selling that product.

Any business opportunity worth considering will either have a track record that you can investigate and evaluate, or it will have a clear statement of the plan, the potential, and the up-front costs. Before investing any time or money in a specific business opportunity there are some things you should consider.

**Here are some of the more important ones:**

How long has the business opportunity been in business? - Before investing time and money in marketing a business opportunity it is important to determine how long that business opportunity has been operating.

If it is a new concept that has not been proven in the marketplace, you have no assurance that it will even work.

Does the company have a fixed address and phone number? - This may seem obvious to you, but the fact is, thousands of "companies" operate with nothing more than a website and an email address. Many of them are here today and gone tomorrow. Make sure the business you intend to deal with has a fixed address, physical location, and established phone number.

Does the business opportunity have some successful members you can talk to? - Most business opportunities will show you "testimonials", but these are often untrustworthy. They could even be completely fabricated. Ask the owner of the business opportunity for names of real people you can talk to.

Call them on the telephone and ask them to share their experiences with the program. This will not only provide you with valuable first-hand information about the program, but it will give you a list of advisors who may be happy to help you along the way.

How much initial investment is required? - In many cases a proven business opportunity with a successful track record will involve some kind of initial investment. This could involve an initial amount of product inventory, a program subscription fee, or possibly a piece of equipment required to produce or finish the product.

You should not assume that a business opportunity that is free to join is a better investment. Usually a free-to-join business opportunity will involve other costs such as marketing and advertising fees. Nobody gives away "opportunities" for free.

What you have to determine is whether a specific business opportunity has a successful track record, is managed by honest people, and offers you a realistic chance of actually making some money. These are the things you must weigh against the entry costs.

What is the realistic income potential of the business? - Have a careful look at the numbers and projections provided by the business opportunity. Then talk with actual members who are using the program to determine if they have been able to turn those numbers into reality.

Are there extra fees such as yearly or monthly subscription fees, shipping costs, or minimum purchase requirements? - Make sure to get a detailed list of all the fees involved in operating the new business. These things may not seem significant now, but they can easily eat into your profits later.

Who controls the money? - When you generate sales for the business opportunity what assurance do you have that you will get your share of the profits?

This is the primary reason not to deal with "fly by night" outfits that have no track record. Again, the best way to get an accurate reading on this is to talk with people already using the program.

Does the business opportunity supply marketing materials and person-to-person mentoring? - One of the most difficult parts of starting a new business is "learning the ropes". It can be extremely helpful to have advisors who have firsthand experience in making the program work. The same goes for marketing materials. You will have enough to do without having to create brochures, ads, and newsletters for your new business.

How much control of your new business will you have? - Be clear on who owns the business, and who controls the way it is developed and marketed. You may want to diversify your product offerings in order to avoid being at the mercy of "head office".

Remember that you are trying to create a business that has long term value. This will involve considerable investment of time and energy on your part. You don't want your business to be completely dependent on the stability and integrity of a single supplier.

The ideal business opportunity is one that is offered by a stable company with a proven track record. The business opportunity should require low initial investment and have high profit potential both in the short term and in the long term. It should allow you to build a profitable business of your own that will be a source of income far into the future.

## Chapter 6: Business Financing Made Simple

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So, if you own a business that needs financing, be sure to look at these non-traditional business financing tools.

### **Business loan and how to acquire it**

Business loan can cater to your each and every aspect of your business. The urgent requirement of funds for your business can be catered through a business loan. It is easy to seek a business loan now a day. All you need to do is to fill up an online application form and your application form will reach to suitable lenders.

The lenders may contact you by making thorough analysis of your application form. There are lenders in U.K. who can provide you with the business loan quickly and with great ease.

Business loans are offered according to your need and business concern. A business loan can be availed by entrepreneurs for various business requirements. It can be used for purposes like maintaining cash flow, establishing infrastructure, purchasing office equipment's, machinery etc.

A business loan can be sought for small, medium and big businesses. If you are suffering from an adverse credit history then also you can seek a loan. It can also be used to start a new business venture or in expanding your existing business.

The business loans are flexible enough for loan repayment terms depending upon the current revenue trend. A great advantage with a business loan is that you will get competitive interest rates and your loans would be processed faster. The growing competition among the lenders in UK will help you in getting a business's loan cheaper.

With a business loan you can attain an unimaginable profit in your business. Business loan will help you to cater to all your business need which would be really tough for you from other resources.

## Chapter 7: Understanding Accounting Vocabulary

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**We might be in the electronic gaming era, but it's more like a fun game of Monopoly this business for pleasure of sport franchise ownership. The stakes are high, spending free, and visible worries few.**

Despite the escalating fees for entry into the game, personal franchise ownership hasn't been replaced by corporations. Of 121 big league professional sports franchises, only 15 have found their way into corporate hands. Most owners claim to be losing money which would explain takeover shyness of shareholder controlled companies.

It's nicer to think sole owners don't want to sell because sports ownership is too much fun. A nice break from the normal business routine that brought them their wealth in the first place.

### **What are these businesses worth?**

Unlike traditional industry, sport franchises derive their value from their ability to generate revenue. There are several reasons for this. Within a league, other owners are not the competition. Operating expenses are comparable one team to another.

Revenues tend to move in relation to on field performance, the size of the venue, and home market size. Sharing in lucrative national broadcast rights is equal across an entire league.

Depending upon the sport, estimated values vary considerably but, within a given league and except for a few exceptions, franchise values are fairly closely grouped.

NFL franchises are greatest in value, topped by Washington Redskins, the first sport franchise in America to exceed \$1 billion in value. Football is so far ahead of other sports, of the 33 top franchises, 32 are football. Only the Yankees, interrupt the string. Still, the lowest valued NFL team, Arizona Cardinals, is a tidy half billion.

Los Angeles Lakers, the jewel of the NBA is worth \$500 million, putting them in a bracket more or less similar to the Dodgers and Mets of MLB. You could trade the top 8 NFL teams to acquire the entire NBA. That works out to something like \$7.6 billion.

The first NHL team is well down the list at \$270 million for the Detroit Red Wings but, that's still \$15 million more than the Tigers. In fact, the 2 to 300 million range represents the most common price tag in sports. There's a good mix of 40 NHL, NBA, and MLB teams all in that grouping.

The truth is that anything, sports franchise or otherwise, is only worth what someone is willing to pay for it. The allure of sport team ownership is the true value.

## Chapter 8: Building a Strong Business Relationship

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**When it comes to business and sales, building a strong relationship is critical. The stronger your relationship is with your customer, the more likely they will be to refer your business.**

Every day, make an attempt to build on the relationships you have with your customer. Don't just say hi as they walk in and goodbye as they leave.

The last thing you want to do is make your customer feel like a statistic.

Let them know that their business with you is appreciated. Talk to them, strike up a non-business conversation with them. It could involve just about anything, such as the weather, sports, a movie, pets, etc.

Non-business conversation puts your customer at ease and gets them talking. The more they talk to you, the more they will open up to you, opening the door for more sales opportunities.

Or, you can keep it simple. For starters, get to know your customers by name, then address them by name. Say things such as, "how's it going today?" Or "how was your weekend?" Or "is there anything I can help you with today?" Make your presence known and felt.

Your customer wants to be appreciated, so take a few minutes of your time to show them that you care about them as a customer.

Another way to strengthen your relationship with your customer is to keep a Rolodex handy with a list of all of your customers birthdays, anniversaries, and special events. Keep your eyes and ears open for when customers talk about upcoming events in their lives. Such as children's birthdays and graduations.

When the appropriate date approaches, send your customer a card, whether it is a holiday card, a birthday card, a graduation card, or a congratulatory card. Just send it.

Your customers will appreciate the fact that you remembered them on their special day. This will only strengthen the relationship you already have with them.

There are many reasons to build a strong relationship with your customer, but two of the reasons remain to be key.

One main reason is that customers value and appreciate good customer service. They want the peace of mind of knowing that if something ever happened with their product or service, that they would have you to turn to as their go to person.

This is extremely important because your customer will have this in mind when your competition moves in to take them away.

And believe me, your competition will try to take them away. As long as you provide excellent customer service, your customer will stick with you.

There is no substitute for excellent customer service.

Customer service is the most important thing to a customer, even more important than fees'.

The second reason building relationships are so important is because of the referral process.

A customer that is treated with respect and provided excellent customer service will most assuredly refer their family and friends to you. Why wouldn't they?

Your most important asset is your customer, so build and strengthen the foundations you have with them. By building strong relationships, you will be building your sales. Good luck.

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