

ROI ADVICE

Things you must know

When do we start making \$\$\$

If you are expecting the big pay day when you get into a major retailer, you are in for a surprise. It can be years before you start seeing a profit or a tangible return on your investment.

DBA, Sole Proprietor, LLC or INC/ Banking

There are city, state, and federal laws that pertain to opening a business.

If you like the name, buy the domain name, and also be sure to do a name registrar search.

Keep Great Records

Even if you don't have a tangible product, everything you say and do is your brand.

One never knows who their next benefactor, supplier or customer you are dealing with.

Set a Marketing Budget

There are plenty available NOW online and through local and federal agencies

- www.Score.Org
- www.SBA.Gov
- www.IRS.Gov

After Deductions my check was how much?

It's simple advice - and you can't underestimate the power of breaks.

Add it to your schedule and make it fun—or be spontaneous and flexible and take it when you can.

When to pull a retainer

Most businesses fail within the first five years of launching.

Setting goals is great, but one needs to be flexible. With all the uncertainty in today's economy, there are no guarantees. Or next lesson, "When will I start seeing a profit?"