

Tips for Starting Your Own Small Business

with

Julian Campbell



Lake Macquarie Small Business Centre

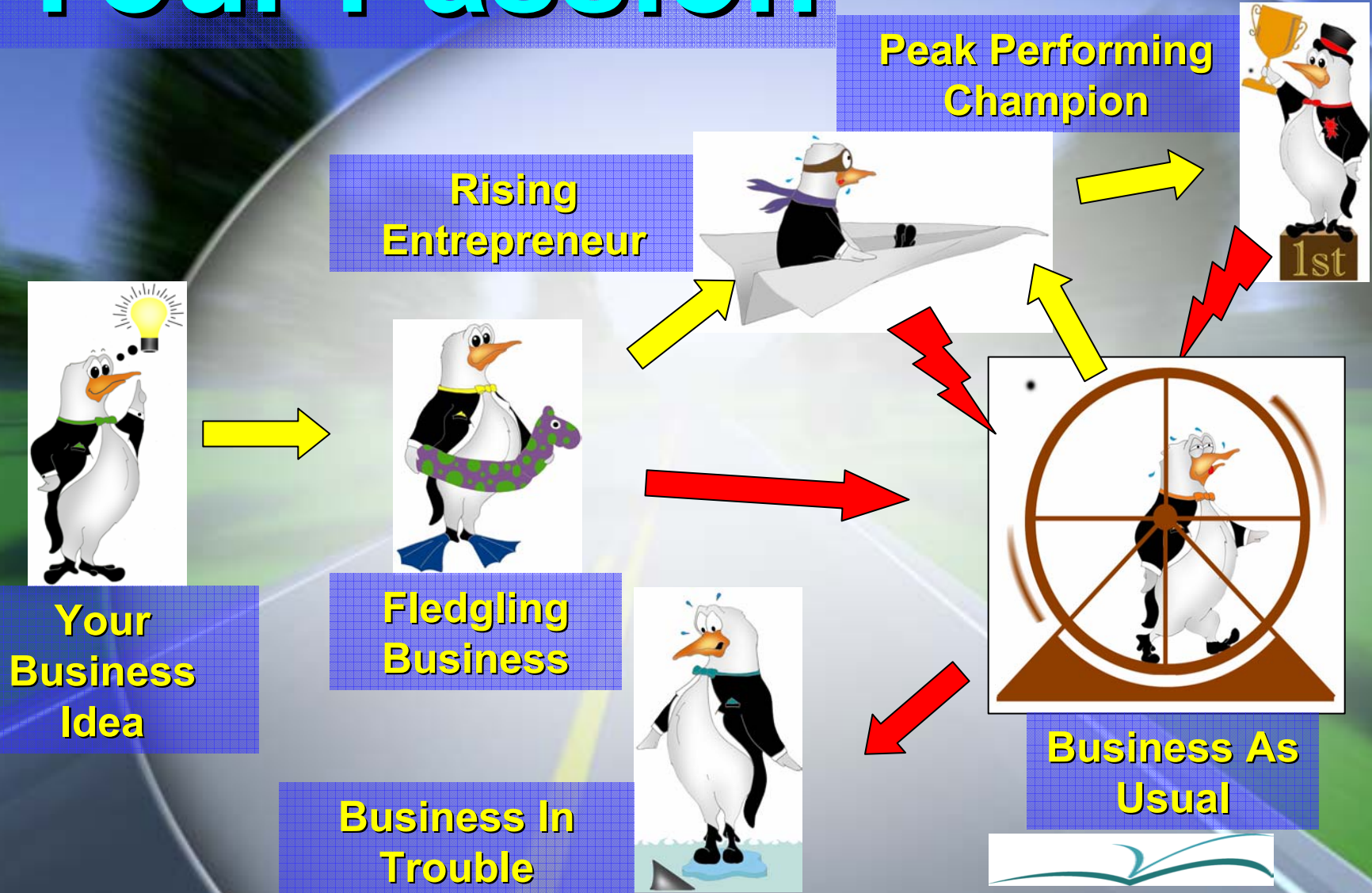
Achievers Tips

Goals

- **Preparation**
- **Planning**
- **Practice**
- **Perseverance**
- **Passion**



Your Passion



Exciting Projects

Procrastination

Excuses

Excitement

Blame



Your Action Strategy

Key Performance Indicators



Business Plan

Financial



Sales - \$/Clients/Advertising

Time

Production



Your 7 Success Strategies

Know your Customer (USP)

Control to a Budget

Understand People

Break a Comfort Zone once a day

Compete on Service Not on Price

Find Yourself a Mentor/Coach

Dare to Be Different & Have Fun

