

# Alison\*s Art, Inc.

## MARKETING BYTES

### BUSINESS ISSUES . . . EVERY BYTE COUNTS!

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## BUSINESS ISSUE #25

### BUSINESS R.A.T.S. Part 2: Communication Tools

Usually people start businesses because of skills or talents they have in a particular area. They have an abundance of knowledge in that field or discipline and attempt to build a business upon it. But they may lack business savvy; they need guidance to succeed. This *Issue* introduces an essential aspect of good business practices, *communication tools*.

Every business transaction involves an understanding between the involved parties. The mechanics of a business transaction include a service to be performed or product to be provided as well as the terms or type of compensation. This understanding may be:

- Unspoken; this can be very unreliable as assumptions are often made about what is involved and there is no way to know what they might be
- Verbal; this can still be unreliable since nothing is written down. It is easy to forget the details.
- Written; this is the clearest, most reliable type of communication

For the sake of this discussion, let's focus on two types of written communication:

- Written proposal; lists what might be provided and expected in exchange
- Written contract; a legal document requiring signatures

The difference between these is that the latter is a legal document usually drawn up by a lawyer; it also needs to be reviewed by an attorney before it is signed and it is legally binding. Before you require someone to sign a contract or sign one yourself, be sure that is the way you need to do business. A contract can be optional in a business transaction. But remember that some form of clear communication makes good business!

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