

Alison*s Art, Inc.

MARKETING BYTES

BUSINESS ISSUES . . . EVERY BYTE COUNTS!

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eNEWSLETTER

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BUSINESS ISSUE #30

M.O.S.T. Part 12: The Beginning Business Budget

Every new venture has start up expenses and other costs involved in planning for its survival and success. Although the costs and order in which the steps may be taken can vary, they will inevitably need to occur. Therefore it is prudent and necessary to plan for them by becoming aware that they exist and setting up budgets for them.

This *MARKETING BYTES Business Issue* will address the steps to take in preparing for and beginning the marketing of your venture (business, organization, project, event or idea). First secure sufficient legal, financial and other professional guidance to do things right! Investing in a solid foundation for your venture may cost in the short run; but these dozen steps will save time, money and even your venture in the long run.

The Steps of the Development & Marketing Beginning Business Budget:

1. Determine what your services and/or products will be.
2. Pick your name and compose your slogan.
3. Develop your mission statement.
4. Set your goals.
5. Determine the proper legal/ financial parameters.
6. Secure insurance for your business and yourself.
7. Plan your marketing strategy.
8. Determine who your target market is.
9. Have a logo designed and identity materials created.
10. Choose a domain name and proper extension.
11. Secure hosting and a web designer.
12. Hire consultants and staff or enlist members and volunteer.

Alison*s Art, Inc. can assist you in beginning your venture with a *Development & Marketing Program*. Visit our website to learn more about our *BUSINESS CONSULTING SERVICES & MARKETING TOOLS, For the Success of Your Business, Organization, Events, Projects and Ideas*:

- ✿ **Business Consulting, Speaking and Teaching Services**
- ✿ **Business Marketing and Organizational Development Programs**
- ✿ **Marketing Bytes, Business Issues Newsletter**
- ✿ **Business Identity Materials Art & Branding**

MARKETING BYTES Business Issues is a weekly on-line Newsletter published by Alison*s Art, Inc. © 2008. To receive a complimentary subscription, go to www.AlisonsArt.com/contact.html. View past Issues in PDF format at www.AlisonsArt.com/bytes.html. Save and share these Issues! 71508

**Alison*s Art, Inc. thinks outside the box for the success of your business, organization, projects, events and ideas!*