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B.R.A.N.D. Part 2: How to Start a Business on a Shoe String

It is best to start a business venture with both in-depth Business and Marketing Plans. There are many organizations that will guide and support prospective business owners in the planning of their venture. We do in-depth marketing planning.

Some organizations work in partnership with lending institutions to provide funds for startups and expansions. Here is a link to one of those organizations, the Small Business Administration and their [SBA Business Planner](#).

For those who cannot or choose not to start up with any in-depth planning, this is a simplified version. Although it is not preferred or recommended, many people choose it; it is *How to Start a Business on a Shoe String*.

A new business adventurer may choose to start as a simple *dba* (doing business as) through the county clerk's office for a minimal fee. Keep in mind that this type of business structure may prove limited in many regards and a liability in the long run. It is best to seek the advice of an attorney and/or accountant.

There are three components to this approach for start up on a shoe string:

• **PLAN:** Part of planning is taking certain preliminary actions to structure a venture. They are covered in [Issue #30](#). Do as much as you can of what is on this list.

• **BRAND:** See [Issue #52](#) and start branding your venture by asking these questions:

1. *What will you offer i.e. your services and/or products?*
2. *To whom will you offer this?*
3. *Where and how will you conduct business?*

• **WORK:** Begin working.

How to Start a Business on a Shoe String:

**PLAN
BRAND
WORK**

This plan is a quick, simple way to begin testing the water; it allows one to transition an idea or hobby into a basic business, inexpensively and with minimal effort. But it has many disadvantages and is not recommended for any length of time. As soon as it is possible, it is best to get legal, financial and other professional advice.

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