

THE EXTRA POINT

BY JERRY ROBERTS



309 Can't Get Traction on Starting a Business? Ask...

Are you thinking of going into business for yourself but you lack something, a certain skill or number of skills, and you haven't moved forward with your idea because you're just not sure you can pull it off? I'm Jerry Roberts and let's see if we can toss a couple of ideas your way to get you unstuck, next, on The Extra Point.

Let's start this off with references to some resources you can use, either for free or little out-of-pocket cost. You've heard of them — SBA, the SBDC and PTAC at the University of Guam. While the names may be familiar you may not know exactly what they can do for you. If you want to get your business going, make it your business to get that information and set yourself up to access their services.

Today goes deeper than that. I know there are a lot of people who want to start a business but uncertainty is holding them back. You may be an incredible mechanic but you don't know beans about marketing your services, so you haven't started your repair business. Or, you might be a terrific marketer or salesperson but you don't have a product or service to sell. So you just dream about it, but that's it.

You're an incredible cook...I mean your food is so good it makes people crazy...but you don't have the skills to run a restaurant. Or, you're someone with the background to manage one but you don't want average cooks and to deal with the constant kitchen turnover. You want someone who is extraordinary and will make a commitment.

There are a lot of people who are able to create value worth paying for. However, they know that running a business is more than just providing the product or service. If they could match up with someone to provide the missing pieces, they could get things going. If, if, if. Here are four words you need to start using:

"Who do you know?..." If you're the organized person who would manage or handle marketing chores, you'd ask people, "Who do you know who is great at creating things, fixing things, turning people on with the stuff they do, but they need someone to help them handle the details of building a business?"

If you're the creative one you'll ask, "Who do you know who is super organized and has the talent to manage a business, and they're just waiting for the right idea to get started?"

Ask the people who run SBA, SBDC, PTAC. They're meeting a lot of people who share the same goals you have, to build a successful business. Could there be a match for you in the group of people they now serve? Go to your bank and tell the managers what you want to do. Don't forget the loan officers, and anybody else who deals with customers. Who do they know? How about tax preparers? They may know if someone is looking to quit their job and start a business. I think there could be dozens of new businesses set up if the right people could just connect, maybe more.

Doing it all on your own is a tough, lonely road. I won't sugarcoat it, partnerships also have their challenges. That said, the support you get from the right person, plus someone else sharing a common goal, can bring faster and greater growth.

Ask the question and don't stop asking the question..."Who do you know...?"

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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For information on training and consulting services from Jerry Roberts, please click this link: guamtraining.com

