

**First Steps Starting Your Business  
MarketPlace February 22, 2012  
Ramada Inn, Kearney, NE**

**Presentation Outline**

**I. Introduction**

- a. **SCORE, Its purpose and business help available.**
- b. **SCORE members present and Presenters**
- c. **Don Hulme**
- d. **Bob Hobbs**
- e. **Why are we here?**

**II. Planning for a Successful business**

- a. **Fact: One of three will be out of business in 3 years because of:  
Lack of Capital, Lack of Planning, Lack of Personal Dedication.**
  - 1. **Research and define a market need for my product/service.**
  - 2 **Target market/demographics/competition**
  - 3 **Pricing strategy/branding/marketing plan**
  - 4 **Why will my business be successful over my competitors**
- b. **Do I have the personal characteristics and perseverance for success?**
  - 1. **As an employee, responsible for my job. As entrepreneur, responsible for all components of the business.**
  - 2. **Do I know everything about my new business?**
  - 3. **How much risk is my family willing to take?**
  - 4. **Does an assessment of my personal characteristics indicate I can be a successful entrepreneur?**

**III. Summary/Q&A.**

**2.15.12**