

Life vs. Fiction

DETCOC 2009

How We Start It All

PRODUCT SERVICE

Then what?

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First Things First

- Business Structure

Sole Proprietor

Partnership

Limited Liability Company

Corporation (Type)

- Business Plan

How many pages?

1 Year, 3 Year, 5 Year

Close Out

Mentors

- Why you need them.
- Who are they.
- Where are they
- How to benefit from them.

Formal and Informal

Certification Programs

- Regional (North Texas Council of Governments)
- State (Texas HUB)
- Federal (SBA 8A, HUB Zone)
- Corporate
- NMBDC (all over the county)

WHAT DO THEY IT GET YOU?

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Marketing Plan

- What makes you different?
- Who is your competition?
- Branding – Are you doing it.
- Phones, Fax, Website, Literature
- Who are your customers?
- EPT

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WHAT DO THEY IT GET YOU?

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What's NEXT

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