

# BUSINESS NOTEBOOK

## The 16 Deadly Business Start-Up Blunders!

submitted by  
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Avoid these blunders, beat the odds and live your dream:

Blunder # 1: Choosing a type of business that you do not Truly Like – but others make money in it.

Blunder # 2: Failure to find your Niche (eg: selling an identical product or service that the large chain stores sell).

Blunder # 3: Underestimating the initial total Capital Investment required to get the business off the ground.

Blunder # 4: Failure to have a Realistic Written Business Plan drawn up at

startup.

Blunder # 5: Failure to set up a Workable Referral Network prior to opening the business - a free sales force for your business.

Blunder # 6: Under-Pricing your product or service.

Blunder # 7: Lack of Outsourcing of some business functions to others.

Blunder # 8: Misclassifying employees as subcontractors.

Blunder # 9: Insufficient time and funds spent on Marketing and Selling your product or service.

Blunder # 10: Under-Insuring and/or failure to incorporate or set up a LLC entity structure.

Blunder # 11: Physically Over-working - the all work/ no play concept.

Blunder # 12: Failure to inform people who care about you that your work hours and work habits will drastically change and obtaining their acceptance of the situation.

Blunder # 13: Spending too much on equipment and overhead.

Blunder # 14: Lack of knowledge of tax laws and local regulations.


Blunder #15: Extending too much credit to customers.

Blunder # 16: Lack of adequate research of the industry and marketplace before starting up.

Avoid as many of these blunders as possible and remember to keep your hands

out of your wallet until you finish all your homework.

Then go out, take a deep breath, and show the world that you made the right choice!



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## Women's Club Hosts Fashion Show

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Following opening remarks by BPW Club's President Dr. Gina Genin, this year's event featured a presentation by fashion consultant Paula Molino.

As in popular shows like "What Not to Wear" and "How Do I Look," attendees were advised on the proper attire for their body shape.

Models represented different body types and modeled casual, business, and dressy clothing.

Besides the perfect hour-glass shape, Paula Molino explained the five more common body shapes and tips to complement them:

1. Triangle - If your shoulders are narrower than your hips, focus on balancing

the hips by wearing prints of bright colors on top and dark colors on bottom.

2. Inverted Triangle - If  
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