The 5 Most Important Investments to make in your Startup Business

Starting out in business it's easy to get distracted by new and shiney items. If you're offering a service led business your initial outlay can be streamlined into the following investments:

#1 A Website Often the most challenging of purchases to any new business owner, if you have little to no experience of web design, where do you start? Firstly, what do you know about your startup: business values, culture, what do you stand for - write down what colours, language and images that reflect your world. Next, research, look at others in similar fields to you; what will make your startup stand up to your competitors *AND* stand out from your competitors? Your website not only needs to be found but also encourage people to find out more and buy into you. It's an investment that needs to grow and develop as you, your business and the market does. It can be done for less than £1000 to get you started. #4 will help you find the right designer too.

#2 Business Branding These two go hand in hand. Make sure your logo, business name and colours reflect your business identity. Once you have a clear identity in place, your marketing message and who you're aiming to attract will work together. You're aiming to reflect a professional, here-to-stay, expert image to your ideal customers and unless you have experience in design; develop your branding with an expert in their field and it will be an investment that will return over and over for the lifetime of your business. You can now get professional business cards designed and printed too.

#3 Hire A Business Coach 20% of small businesses are now using a Business Coach to grow their business and 79% of medium to large businesses. Hiring a business coach will help you to plan and execute your plan in the best way possible for more successful short and longer term results. Not only will a business coach keep your accountable for those successful results they will keep you motivated and inspired and help you develop your startup professionally and confidently, at the same time encouraging you to understand your ideal customers and develop packages your market expects. It's too easy to undervalue your offering, investing in a business coach will save you time and money from the outset.

#4 A Great Networking Group Over 70% of business in 2015 was done via networking. With so many great networking groups to choose from, spend a few months just getting a feel for the right group, people, location and format for you and your startup. With networking comes support, business education, inspiration, motivation, confidence, personal development, useful contacts, sounding boards, colleagues, friends ***and*** great business opportunities.

#5 A Business Wardrobe It doesn't matter which world you're coming from and into; it's important you look and feel the part. We all know impressions are made in less than 3 seconds. Whether you're coming from a corporate background and entering into an engineering, IT or cake making we are all expected to dress smartly, professionally and cleanly! Confidence comes from within and a smart and clean appearance helps to magnify that.

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