



The Five BIG Mistakes NEW Business Owners Make In North Texas

And How To AVOID Them So You Succeed Rapidly In The New Economy

This report will help you get your new business up and running more quickly with customers and cash flow.

By Alexander Van Buren

Way To Go!



Congratulations!

You've started a new business here in North Texas. Or you're about to.

You have my respect, and I consider you to be a person of courage, action, and initiative.

There are a lot of great reasons to start and run your own business:

- Following your dream
- Freedom, better lifestyle, and independence
- Get rid of the 9-5 boss
- Do what you love while helping others
- Wealth creation

Small business is the very heart of America.

You Have A Major Problem However



It's very important for you to remember that 4 out of 5 new businesses in the United States are gone within 5 years. They don't make it.

There are plenty of reasons why.

Let's face it; starting a business, especially in this "new economy" is no small thing. You have to set it all up, make a plan, figure out the marketing, raise the money, find good people, find a

good location, and more. **It is a LOT of problems to solve**, and it can be overwhelming.

And how do you make it all work, especially in this new economy, where people are more skeptical, more demanding, and more hesitant to spend money?

Most importantly, you need to get enough customers ASAP, so you can start generating positive cash flow and get your business off to a successful start.

How do you do that on a budget, with ‘modest’ funds? And if you do need to raise money, how do you go about doing that without too much risk?

It all comes down to one thing actually. And it’s this:

The difference between new businesses that make it and those who don’t is . . . **KNOWLEDGE.**

I’ve Been Where You’re Going



I know what you’re going through.

My name is Alexander Van Buren and I’ve started and run 8 different successful small businesses over many years and I know that it can be both exciting and a little scary.

What I want you to know is that I have solved the biggest problems you’re facing.

I became fascinated with finding out what makes some small businesses so successful. For years I modeled and studied small businesses and their owners. Then I began helping business owners with what I had learned. I’ve helped hundreds of people get up and running successfully in their new businesses.

In fact I’ve been specializing in helping small business owners succeed for the past 27 years. I have hundreds of success stories.

And several of my small businesses coaching clients are now millionaires in their own businesses.

From applying the formulas to my own businesses, I have personally become financially free as a result of just one of my companies.

You Really Need To Know This



So yes, there really is a tremendous upside that is possible for you. If I can do it, you can too.

However, if you fail in your new business, you can lose more than just money.

You risk being humiliated in front of your family and friends, and having a huge blow to your self-esteem and self-confidence.

You're playing in a bigger game than most new business owners realize. I don't think it is negative to say this – in fact, I think it's very smart and very positive. If I'm going to climb a mountain, I want to know where the potholes are so I don't step in them. And I want to know the most dangerous places I need to avoid.

I'm going to help you do exactly that right now.

So What Is The Solution?

Some of the most valuable knowledge you can get, right now at the start of your journey, is to know what BIG mistakes you need to avoid.

So in this report I'm going to show you the 5 most common mistakes that business owners in North Texas are making, and how you can avoid them.

Please take your time and read this entire report thoroughly. It might just make the difference between failing or succeeding in your new business.

The 5 Mistakes

Along with each mistake, I will offer you a PROVEN solution.

The solutions I'll be suggesting have been proven. I have personally used each one of them in my own businesses and taught them to my coaching students. So this is right from the front lines of being out there and making a business work day in and day out.

Mistake #1

Not Getting The Knowledge You Need To Succeed



This is the single biggest mistake new business owners make, and not just in Texas.

They do way too much of it themselves. They try to solve way too many of the problems in a vacuum.

As a result, they make costly mistakes, become overwhelmed, try strategies that don't work, end up frustrated, and eventually quit.

The singular cause of business failures is always the lack of knowledge and skills on the part of the business owner or owners.

Look at these things that are often considered to be the cause of business failures:

Cash flow → The owner didn't know how to stay cash positive

Getting Good People → The owners didn't know how to hire and keep the right people

Sales → The owner didn't know how to get the sales made

Recession, Inflation, Etc. → The owners didn't know how to thrive in such times

Competing in North Texas is a serious game because there are so many small businesses here. You have a LOT of competition. In fact, Texas has more small businesses than most other states.

Solution:

Refuse to do it all alone. Find a good business coach and get the knowledge you need. Later in this report, I'll give you a quick overview of my coaching program. It's especially for new business owners and it is LIVE right here in North Fort Worth.

Mistake #2

Not Putting Marketing and Lead Generation First



When new business owners don't put marketing and lead generation first, they don't get enough customers.

If you don't get enough customers ASAP, you'll run out of money.

The reason that getting customers must be a top priority is that it generates cash flow. And that cash flow gives you time to learn and make mistakes in every other part of the

business.

But without that cash coming in, right from the start – a single mistake can stop you in your tracks.

Remember this, because it is CRUCIAL. When you are starting a business **lead generation is vital**. Here's why:

Lead generation creates customers. Customers create cash flow. And Cash Flow gives you the time and money to make mistakes, learn from them, and correct them - in every other part of your new business.

Too many new business owners don't know this secret. So they get distracted by the 1000 and one things their business demands of them. Suddenly they run out of cash and realize they should have been focusing on getting customers and cash flow. But it's too late.

Solution:

Make marketing and lead generation your absolute #1 priority in your new business for the first 2 years. Everything else comes after generating leads and closing sales. Schedule it on your calendar every day.

Mistake #3

Making Cash Flow and Spending Mistakes



Yes, cash is really the life-blood of a business.

Especially a small business.

If you're not especially careful about managing your cash flow you can run out of money at the worst times.

On the other hand, a few simple cash flow techniques can really make all the difference.

They actually give you peace of mind.

So what are these techniques?

- First, raise more money than you think you need.
- Know your breakeven point.
- Know how to do a "Cash Stance"
- ROI, ad spend, and other important numbers

Know the basics of an income statement, balance sheet, and a statement of cash flows. You don't have to be an expert but always know what's coming in and what's going out.

This is covered thoroughly in my **Start Or Run A Business In Tough Times Program** here in North Texas. I will also teach you how to:

- Bootstrap – so you can start with very little money
- Joint Venture – so you can capture incredible opportunities at no cost
- Barter – so you can get all kinds of things you need at no cost out of pocket

Costs are rising in Texas and these techniques are even more important than ever before now that we're in the "new economy".

Solution:

Be a little obsessive about your cash flow. Check your bank balances every day and know your numbers. Schedule time to sit down and run the most important numbers every week so you know where you stand. Learn what numbers you need to know and stay on top of them. That's the key.

Mistake #4

Not Having an Effective Strategy (but thinking you do)



Virtually EVERY new business owner I talk to, and I talk to a LOT of them, think they have a good strategy.

They think their plan will work, that they're all set, and that their 'angle' is good enough.

But it usually isn't. Not even close. What they don't realize is that . . .

A good idea is NOT the same as a good strategy.

A good business strategy ALWAYS includes these essential things:

- Research of the industry, customers, competitors, and unique ways to create value
- Clarifies objectives and sets up boundary conditions and scope
- **Engineers a definite strategic advantage**
- Pinpoints the activities that are most essential – shows you what to concentrate on
- Identifies the specific resources that drive your special advantage
- Can be expressed simply in a few sentences so everyone in your business knows it
- Is always being iterated, improved, and is flexible based on changing conditions

TEXAS is one of the most highly competitive business environments in the entire country. Dallas alone is a BIG city. You have a LOT of local competition. You MUST have a very good strategy if you're going to stand out, get noticed, and get lots of good customers.

Solution:

Learn how to create a real Strategic Marketing Plan for your business. Make sure it includes a way to mark you and your company out as different from your competitors. This is covered thoroughly in my **Start Or Run A Business In Tough Times Program** here in North Texas.

We go through it step by step. I will help you create an awesome Strategic Marketing Plan & Strategy for your business.

Mistake #5

Not Getting Enough Leverage



Leverage is getting more and more done with less and less. It's getting a lot of your business to run without having to do it yourself.

Without leverage, your business can steal your life away. This is no exaggeration. I've seen it happen many of times to unsuspecting business owners.

You can end up working so many hours that what you love turns into something

you no longer even want to think about.

I've seen so many business owners who've lost their marriages, their health, and "the riches of life" as I like to call it, that I can't even begin to express to you how important this is.

I can tell you flat out that **THIS** is the biggest danger you face in your new business. Most people think that going broke is the worst thing. Not even close. **THAT** you can recover from - eventually. But if you "lose your life to your business" because of a lack of leverage, there may be damage that you can never undue. That's too big a price to pay as far as I'm concerned.

So I **don't consider leverage to be optional**. There are SO many things that a business requires, and MOST of them are not things you will likely jump out of bed in the morning extra early just so you can go and do them. But they still have to be done anyway.

Most business owners are not exactly masters of delegating, outsourcing, and applying technology, systems, and automation to get things done. They are more inclined to just get in there and do it themselves. This is one of the MAJOR areas where I can help you because I have modeled people who are world-class at this.

Using what I learned, I leveraged completely out of one of my companies. At the time, I had 5 employees and a corporate office. Not anymore. Now the entire business runs off my laptop – and is even more profitable.

Solution:

Make it a point to learn how to delegate and use systems and technology to automate more and more of the processes in your business.

A Quick Summary & The Solution

Here's a quick summary:

1. Starting a business has incredible upside potential and amazing rewards.
2. There's a BIG downside risk however, and it's smart to be aware of it.
3. The solution is to get the KNOWLEDGE you need about how to start and run a small business successfully. THAT will put the odds significantly in your favor.
4. Do these FIVE things (to avoid the FIVE biggest mistakes)
 1. Find a good business coach and work with them over time.
 2. Make marketing and lead generation your first, highest priority.
 3. Be a little obsessive about managing your cash flow.
 4. Create a master strategy and be sure it includes a way to make you and your business different and unique in some way.
 5. Get leverage. Think in terms of how you can get things done through people, systems, and technology. It's a process, so keep working on it.



*“Knowledge is Power, Power provides Information;
Information leads to Education, Education breeds Wisdom;
Wisdom is Liberation.*

People are not liberated because of lack of knowledge.”

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What To Do Next



What should you do next?

Go to www.DallasSeminars.com/RSVP - and RSVP to attend our next FREE 2-hour workshop on **How To Start or Run A Business In Tough Times**.

This LIVE 2-hour event will help you increase the odds of your new business success.

Here's just some of what you'll learn at this

FREE 2-Hour LIVE Workshop in North Fort Worth:

- The biggest pitfalls of starting and running a business in Texas.
- How to capture amazing opportunities hidden in the recession.
- How to get started with very little cash. How to select a good location.
- Ways to price your products & services in the new economy.
- How to generate a STREAM of new customers at LOW / NO cost.
- Secrets of designing your business so it can SCALE more easily.

Come and join me for a breakthrough experience.

Seating is limited, and we often sell out this event completely. So I suggest you RSVP as soon as you can and lock in a seat or two.

Thank you for taking the time to read this report. I hope you found it valuable and insightful.

I wish you much success in your new enterprise!

Dedicated To Your Success,

Alexander Van Buren

Alexander Van Buren
 President
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P.S. Go to www.DallasSeminars.com/RSVP - and RSVP to attend our next FREE 2-hour LIVE workshop on **How To Start or Run A Business In Tough Times**.