Platform Promotions Outline How to Make the Transition From Employee to Entrepreneur

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Many people that are entrepreneurial minded, struggle to make the leap from employee to business owner. Platform Promotions outlines how to make the transition.

About Platform Promotions: http://www.platformpromotions.co.uk/our-strategies/

Platform Promotions a leading sales and marketing firm in Liverpool offer advice to those looking to make the leap from employee to business owner.

Here are the 12 steps they believe individuals need to take to become their own boss.

1. Determine what you'd like to do. Assess your skills, abilities and experience and consider what you could see yourself enjoying and succeeding in for the foreseeable future.

2. Think about what others will pay for.A viable business is the intersection between what you'd like to do and what others will pay for. Ensuring you are targeting a market will maximize chances of a successful business venture.

3. Interview ideal customers. Conducting in-depth research will help in all areas of launching a start-up.Discuss business proposals in terms of what the consumer could expect and accept feedback on tips and make note of the words the consumer uses as this will assist you in authentic marketing.

4. Design your marketing and business plans. Understand modern marketing, social media, email outreach and how to create content.Have a simple business plan in place covering: operating structure, delivery systems, product and expansion plans.

5. Set up your business on a small scale. If possible test launch the company on a small scale running it alongside current work commitments, testing ideas and establishing a small client base lessening the pressure of success in the early days.

6. Assess feedback and adjust. Running a small-scale operation will help you determine which parts of your idea are great and which ones need adjusting. Take customer feedback seriously and make any necessary changes before you begin scaling up.

7. Assemble a team. If the idea seems viable, determine who to add to the business leadership team when you eventually launch full time. Depending on personal experience, you may need help in areas such as finance, marketing, customer service and production.

8. Secure financing. Assessing if personal finance will be enough to get the business off the ground, or if external finance is required through procure venture capital or other outside investment.

9. Set up the structure of your company. Decide if the company will be incorporated, form an LLC or create a partnership. Get this taken care of legally and carefully define the roles and investment of each of your leadership team members.

10. Leave your job.When the business is showing progress and stability now may be the time to leave full time employment.It is important that working relationships are left strong, as businesses require all forms of relationships and you may need to work with them again in the future.

11. Set up a working budget. Have this ready to keep finances in touch and to avoid any wasteful expenditure and keep all payments to creditors up to date.

12. Scale up your business according to your marketing plan. Finally, the business plan is in full flow, enjoy expected obstacles and remember to reassess the business plan periodically.

Platform Promotions encourages entrepreneurial ventures as they strengthen the UK economy, create new jobs and larger funds for the development of local services and facilities, also creating a diverse market for consumers.

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