

ROBERTS RULES OF ENGAGEMENT

Starting a business requires discipline and discipline requires rules. You must clearly identify your personal goals, formulate a road map to your success, define a set of rules to mark a course, and obey the rules to stay on course. Flori Roberts who co-founded, launched, and grew two multi-million dollar cosmetics companies developed these rules to follow:

- Find a need—be ahead of your time.
- Find a niche where the Giants won't bother to go.
- Identify your market and learn all about it.
- You have to know everything about your business at the start.
- Prepare a business plan...yes you have to.
- No bank will take you seriously without a plan for profits.
- Have adequate financing to start and to stay.
- Success does not happen overnight, so be sure you're financially fit.
- Pay for the best professional advice.
- Lawyers, accountants, insurers do work on an as needed, fee basis.
- Keep your overhead low and your standards high.
- Work from home or at a low cost, convenient location.
- Establish a clearly defined distribution network.
- Whatever your product or service, how will you present and sell it?
- Be creative—your new idea does count.
- Depend on marketing strategies rather than costly advertising to grow.
- Seek the best advice and hire the most qualified people.
- From the first employee, look for someone who knows more than you.
- Know your competition and work to win.
- Be persistent, focused and flexible...anything can happen.
- Learn from the success and failure of others.
- Read, watch trends, and observe what is "hot" in your industry.
- Use technology as a tool for building your business.
- From computers to telecommunications to the Web - use them all.
- Don't be sensitive and don't take it personally.
- Be prepared for rejection, but never give up your dream.
- Never underestimate the power of passion.
- You will need to take risks and believe when no one else does.