

Ways to Grow your Startup Business faster than your Competitors

In every kind of startup, whether it's a completely unique idea or you are launching a new feature using an already existing idea, in most of the cases you are going to have some rough patches especially in the initial stages of your journey because you don't know about the atmosphere of the market or the market response after the launch of your product. No matter, how revolutionary your idea or your product is; its success majorly depends on the customer mood or the heat it will generate after its launch. So, it is important for everyone to take care of a few things at the startup of their business which will help them to boost and grow faster than their competitors.



1. Sell something before startup



The major misconception that most of the founders and innovators have is “If I build, they will come”. This doesn’t happen generally. You have to show the value of your product to the targeted audience and advertise it in the right direction for its success. So, first try selling something. It will give you a good idea of how to advertise your product in a better way.

2. Use a platform

It may seem expensive but using a platform will help to promote the sales of your product on a great level. Using a platform which already has a place and a name in the market will help you to show or advertise your product on a larger scale. For example, online platforms like Amazon which millions of people visit every day to see and buy the product according to their needs offer their services to promote your product as well.

3. Use landing pages

Landing or squeeze pages can also help a lot for lead generation that will ultimately promote your product. If you don’t want to hire a coder to code a landing page for you, it’s fine. There are multiple online platforms available to create landing pages like Instapage, Unbounce etc. where you can just drag and drop to build a good landing page of your

choice. Hiring a coder will certainly give you unlimited options about the design and functionality of the landing page. So, if you are 100% positive about it, then hiring a programmer would be a better option.

4. Focus on only one thing



You will see many successful entrepreneurs but no parallel entrepreneurs, because if you want to achieve something big, you have to focus on that specific thing. So, do the only things that you are best at and don't get impressed by someone else success in any other field. They have their own talents and you have your own specialty. So, focus on your own talents and be the best at what you do.

5. Make a good team



If you look at great entrepreneurs like Bill Gates or Mark Zuckerberg, they all had the best of teams which ultimately helped to excel in their field. Having a good team will help you to manage your company very effectively and efficiently. It can't be true about anyone that he is good at everything. You may be good at making your product but not good at selling

at or advertising. So, have a partner who is good at those things and in this way, with the help your team, you can cover your weaknesses.

5 Most Profitable Small Businesses

To become a strong economy in this capitalistic world, the most important thing that nation need are a very healthy number of small businesses operating and manufacturing within the country. Small businesses are defined by a very simple rule in USA, that is, the total running cost of that business should not be more than \$1 million. Having small business is like a win win situation for all the concerning parties and stakeholders. Tax collection is far more for the bunch of small businesses compared to the very large company. Small businesses promote healthy competition in the industries, and almost all the local needs can be fulfilled through those small business ventures.

So it obviously sounds to be a very amazing idea to start your own small scale business. A big thanks to PR and accounting consultancy firm, named Sageworks has complied and collected the data of more than hundreds small scale business which have been most profitable in the past 10 years.

The list of the most profitable small businesses goes below:

Most Profitable Small Businesses

5. Sales Financing



The sales financing is the businesses that in layman's term id just the business of credit but for the goods that are being produces and they are being manufactured solely on the credit of the financiers. This business has been booming for quite a time now. The pretax profit margin for this business in the last decade is around 14.9% which is a very healthy profit ratio.

4. Tax Preparation Services



No body like to do their taxes, so this niche needed to filled and it was fiiled way back in time, but it is now seeing a steep increase in the profit number of the business. The

pretax profit margin of the business stands at the tall 15.1%.

3. Office of Dentists



Probably they are most profitable form of the MDs in the medical industry, due to the fact that they are not always bound by the hospital for a job, they open their own clinics which most of the times turn in very handsome profits. The pretax profit margin that the dentists enjoy is around 15.4%.

2. Accounting Services



The niche of the accounting services has quite a few different types of niches under its belt. The most common of them are, PR, tax preparation services, business counseling, financing guides, etc. As more people are getting into the field of business, the need for the accounting services has been

increased. So it means their profits are getting very high. Accounting services firms are seeing up to 15.8% of pretax profit margins for the last 10 year.

1. Offices of Chiropractors



Most doctors are offended when chiropractors are labeled as “Doctors”. But nonetheless they often have more profit ratios than the normal doctors. They have benefited in the likes of that they do not need very expensive instruments and more often than not they are paid in cash. Their average pretax profit margin goes to up to 16.2%.

The list above is created just to give you some good solid comparable numbers, so you can easily compare it with your business, or if you want to get into any business.

Importance of Maths in

Business

Pupils who study maths in their high schools often find maths not very useful in their daily life. But it should be reminded to them that maths is the basic ingredient in managing your own business, as it is era of entrepreneurship and being your own boss. Business is not only a skill of creating some products or providing some services. But it caters all the techniques you would need like you would have in a high level job, only difference is you are doing all the hard work for yourself and not some angered up manager at your job.

So here are few things in your business where basic maths would be of prime importance.

1. Business Production Costs



Before being able to establish your business from the scratch, it is very important to know your costs of establishing, costs of production, and other marketing costs. Calculating those costs are not so easy task if you are illiterate in maths. If you want to be in competition with other companies being in a

same business as you, then you should be able to analyze those costs of production, so you can be ahead of your competitors at all the times.

2. Pricing of Products



This is probably the most important of the bunch, as it determines how you will do in the industry. The pricing should not be so low that people will start questioning your products' quality and neither it should be so high that you will be out priced by your competitors, and to know all that you should be able to calculate all perimeters which will be your building blocks in calculating your final pricing of the products.

3. Profit Calculation



The owner of any business should be very much a literate in analyzing the profits of the business, so you are not being

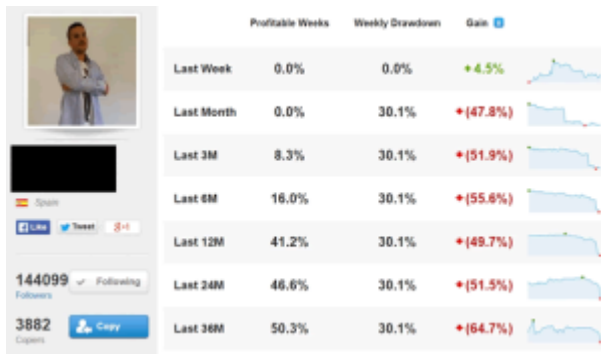
deceived by your partners or your employees. By calculating your final and net profits at the end of any time period, you should minus your cost of production, marketing costs, and operating expenses from your net amount of sales, and then you have your net profits.

So in the end by using those maths skills you learnt in your high school you can easily manage and using them you can very much impact your business in financial matters and drastically improve your finances at micro level, it will help you take your business to the next level and become the true entrepreneur that you wanted to be.

Top Advantages of Dealing with an Online Trading Academy

In this modern age, if you do not know the way on how to arm yourself with the knowledge of technology, you are likely to be left behind. Even this can also be applied for online trading. In case of online trading, you need to hire someone who can make you to learn not only about how to start investing in stocks, mutual funds and other investment ventures but also how to get success in it.

Over the past few years online trading companies have become increasingly popular, because of the ease of use, providing investors the freedom of purchasing, selling and trading, etc. So, let's have a look at the various benefits of trading by online trading companies.



- With the help of online trading companies it is very much easy to execute a business. You can purchase and sell equities with the touch of a button. The most interesting thing is that there is no point of getting worried as everything will be done by the company only.
- It provides you the power to conduct business in an easier manner. It offers you proper advice on what to purchase, what to sell but it is up to you to buy, sell trade according to your wish.
- Another benefit is the reduction of fees. Although you cannot invest for free, but the cost with the help of an online trading academy is less in comparison to the fees incurred by a general broker.
- Apart from all of the above benefits, one of the top advantages of investing through an online trading academy is that you can find an abundance of information available for you to make informed decisions. You will be allowed to choose a good trading option, depending on trading tips , market information, etc.

If you are interested for online trading then opt for **SLICK TRADE**, an online trading academy for Nadex, Forex and Binary Options Trading. It have a consistent win rate of 89-94% in the year 2014.By subscribing with this company, you can get access to professional insight and market company. To know in detail, contact, www.SlickTrade.net