

**Title:**

How to Start Your Own Small Business

**Word Count:**

499

**Summary:**

The most common mistake people make when starting their own business is trying to get too big too fast. Here are some tips to avoid the simple mistakes.

**Keywords:**

casino,gambling,business,small business,marketing,merchandise,craps,poker

**Article Body:**

Opening your own business can be a real big gamble. If you do not do your research well, you will wind up like most small businesses, and that is out of business in less then 6 months.

The most important thing to remember when opening up new business is the location. When doing your research for your new business you want to make sure you are the only business of your time in the area. If you are opening a video store you do not want to open near another video store. Remember if you are exclusive to the area, you will automatically get the business of those living in that area.

The next most important thing about opening a small business is you supplier. Do not have just one place to get supplies from, you should have several. By having more then one you can assure yourself that you are getting the lowest prices from them. And if they know about each other they will try to outdo each other to get your business.

Make sure that the products or services that you will be offering are desired, do not just decide to open up a store with out doing any market research is like playing craps, dangerous unless you really know what you are doing.

Advertising is important. Remember just like a casino you are trying to make money and not lose it. By spending some money on advertising you will increase your sales from your opening day. It is best to have a professional help you with your advertising rather then dong it yourself, there is no point in spending money on advertising if no one in your target demographic is going to see it. An example of this would be like using facial expressions to bluff in a

poker game against blind players.

When picking your stock it is sometime better to have a better selection of items and maybe not so many of each item, this way you can see which items sell best and order more of those more popular items, and less of the less desired ones.

In business you should not try to open a business unless you already have experience running a related business. You may think you know how to, but to do it correctly you really need experience, after all if you were in a casino and looking to play poker you would not want a roulette dealer who is trying to figure out the rules as he goes would you? Chances are you would want an experienced poker dealer.

Depending on the type of business you are opening try keep your staff as small as possible, and if it is possible try to get friends and family to help you out. This will allow you to keep your costs low until you can really get a good idea of if you are making money or not. Once you are making money you can go out and hire people.