

12. Help!



Fishtip™: Remember a time when you looked back at something you did and wished you had asked for help. Don't let this be another of those times...ask now.

There is unlimited help for entrepreneurs, some free, some fee. Businesses (sometimes even direct competitors) want – no, need – others to succeed. Our local, national and global economies are interlinked.

So ask for help. As you meet with other businesspeople, they will ask you questions that will help you understand not just the marketplace, but your own business. Be honest with your goals and needs, and listen with an open mind. Take lots of notes, make sure to thank them and keep them updated on your progress. And remember to help others when you are in a position to do so.

Organizations

B2B Networking Events are specifically designed to foster a climate of mutual help and growth. Every business needs products and services to maintain themselves and to grow...why not help each other? Look up **Yellow Tie International** on the web.

The Better Business Bureau is a non-governmental umbrella organization with local offices throughout the US and elsewhere. Accreditation by BBB means you are a trustworthy business. BBB member companies contractually agree to and adhere to the organization's high standards of ethical business behavior. BBB provides objective advice, free Business Reliability Reports and Charity Wise Giving Reports, plus educational information on topics affecting marketplace trust. To further promote trust, BBB also offers complaint and dispute resolution support for consumers and businesses. BBB charges membership fees.

CEO Roundtables offer ways to engage in stimulating and insight-filled discussions with business peers. Meetings are characterized by mutual trust, candor and confidentiality. You will find them in all areas of the country. Members of a local group may have related

or dissimilar businesses. Either way, meetings offer a unique way to share concerns with others in similar situations. Advice offered is based on real life experience; the networking often creates more business opportunities – and the meetings can be fun. You may also form your own business roundtable to collectively solve problems. The big shots do it; you can too.

Colleges and Universities Entrepreneurship is ‘hot’ and now taught at over 2,000 colleges nationwide. Check first with your local community colleges for classroom and online classes and workshops.

Online business classes can provide just the advice you need. You can choose from a very wide variety of topics and work on your own schedule. No driving, no dress code. No face-to-face discussion either, though some online classes do include phone, video or real-time blog discussions.

Local Business Incubators Consider joining an incubator where some resources like office space and support are already set up. You’ll need less money to get started, there are often advisors, and you get to mingle with other start-ups. Most cities have incubators.

Small Business Administration This federal government department offers programs and services to help you start, grow and succeed in business. An amazing array of resources, a great place to start. Just by browsing their website you’ll see all kinds of things you’ll want to learn. (See Resources)

Individuals

Mentors are working people or retirees who have been through it all and are happy to show you the ropes. They are like coaches, but often have direct experience in your field. They may set challenges and assign homework. They’ll expect you to be serious about making progress and they’ll hope that you’ll mentor someone someday. Buy them lunch. See www.score.org in Resources.

Non-competing business leaders understand that usually, as the whole economy goes, so goes their business. Non-competing businesses have everything to gain and little to lose by helping

you, and they’ll likely learn about their own business while advising you. Buy them lunch.

Trusted friends want you to succeed. Think about your friends’ skills, experiences and personalities and target your questions accordingly. Be specific about what you need. Ask friends to contact you periodically and cheer you on. Buy them lunch.

Professional Life and Business Coaches help you identify and analyze your current situation and goals, and will help you make and follow a plan. They charge for their services. And, if they really help you reach your dream, buy them dinner.

Media

Print and online business articles can teach you a lot. Read the *NY Times*, the *Wall Street Journal*, and your local papers. You can subscribe to online editions and even have tailored information delivered via email. Try print and online. Clip and print articles of interest and keep them in a binder. Read through them once a week or once a month.

Self help books like this one cover every topic imaginable. Get recommendations from the people and organizations on this list. Read reviews. Then read – or listen – to several books. *Be discerning*: if everyone’s advice worked, we’d all be at peace, in love, slender and rich.

Google “Entrepreneurship” and “Innovation” and the floodgates will open. Bookmark your favorite sites and visit often.

“Help, I need somebody / Help, not just anybody / Help, you know I need someone / Help!”

The Beatles
Musicians

“One of things I keep learning is that the secret of being happy is doing things for other people.”

Dick Gregory

*Comedian, social activist,
writer and entrepreneur*

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou

Memoirist and poet

*“Dreams sometimes do come true.
But not without something that looks
a lot like hard work.”*

Sylvia Ashton Warner

*New Zealand writer, poet
and educator*