

Beginner's Guide.

"I never dreamt of success, I worked for it"

Estee Lauder

Your Beginners Guide Is Your Introduction To Becoming A Children's Etiquette Teacher

If you are a beginner on the road to opening a business there are simple yet extremely valuable techniques to sharpen your focus and give definition to your thinking. There is much to consider, and the sooner you put fingers to keyboard the happier you will be.

It's good to instill a little process as you settle down to more careful thought concerning your business vision and the best way to make this dream into a reality. It's all about arriving at a plan.

So you can move further down the road, here are a few very useful pointers to get started in the right direction.

First and foremost an entrepreneurial adventure requires energy and enthusiasm to try something bold and creative, but also more than that.

It must be initiated through a "big idea", an organizing concept from which everything else flows to define the "why" of what you are planning as well as the "how."

All future activity and strategies launch from the foundation of your big idea. Lackluster results come from poorly defined ideas.

A well thought out mission statement is important because no matter how big or small the organization, it serves as the purpose for your existence, a guiding principle governing your approach, and a philosophy to live by.

If you don't believe in something, you won't believe in anything. That is a surefire way to get off to a bad start by operating to a chaotic business model.

Once your big idea is sharply in focus it's time to get down to business answering some important questions. Success or failure typically hangs in the balance. For starters, here are the basic questions to ask yourself:

1. Will I go the extra mile, no matter the effort required in order to succeed?
2. Am I prepared to make the financial and personal commitment necessary to see this through?
3. Have I thought through my niche carefully so I am clearly defined and uniquely differentiated from my competitors?
4. Have I done my homework and understand my core customer's wants, needs, and desires,
5. Do I have support from people close to me? If not, am I ready to persevere without it?
6. Have I studied the competition to understand their strengths and weaknesses and also what the market will bear for my services?
7. Have I been realistic about the cost side of the equation or am I cheating a little in order to make this whole thing work?

When you are satisfied with your answers, move on to some informal business planning to really clarify what you want to accomplish and allow your concept to take shape.

Here are two very simple yet substantive business planning and start- up budgeting formats to plant your ideas down on paper. Having a plan even in simple form puts you on solid ground.

When you complete these steps you will have taken a big leap forward and feel much better for having done it. Your dream will now start to take shape and hopefully begin to attract support from others.

Go ahead. Take your time and give these a good shot.

Simple Format Business Plan (Sample)

Describe your business Concept.

Give a one sentence basic description of the idea, followed by a one-paragraph explanation.

Tell about the market and competition.

Give a one or two sentence description of your ideal clientele: Who they are, what they do, general age and income, marital and family status. Also, devote one or two sentences to describe any known competitors in your market area.

What makes your business unique or special?

Define Your Niche

What are your business goals? What is your mission statement?

Why are you the right person to do this?

Create revenue goals for each line of business or income stream.

Start with given the amount of time you have to put into the new endeavor right now through the first 6 months, how much revenue are you likely to generate?

Review your business goals based on the revenue projections.

Is there enough time in the day or week to get where you want to go? You might need to rethink some goals or plans.



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[The Children's Etiquette Business](#) is fun, flexible, and lucrative. Now, after 20 years in business, I've used my experience with over 6000 princess parties and Etiquette Classes to help hundreds of women to start their own Etiquette and Princess Party Businesses.

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To your success,

Lisa



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