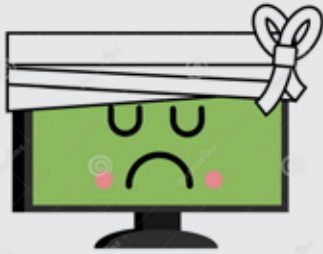


Marketing the Old-Fashioned Way

If thinking of all of the ways to market your business online is enough to make your head spin (or, worse, cause you to do nothing at all), don't fret: You can still build a successful business by using tried-and-true techniques that require no internet connection. You can network by talking with other business owners in your local community, joining a local organization, creating and posting eye-catching signs advertising your services, and handing out business cards to new



contacts. Arranging public speaking engagements at community centers or at meetups for like-minded individuals is also helpful and will establish you as a professional in your field. No matter which medium you choose, make sure all of your branding is consistent and that your contact info is accurate. You'll want to make sure your connections can reach you virtually, no matter where your business might take you.



Tech Mistakes Small Businesses Make

A few years ago, most small business owners struggled to find technology options that would modernize their stores. These days, that's not the case: So many options exist that many people choose an option that's too expensive, says Tiren Dingeldein, senior analyst and content manager at Capterra, a software company whose goal is to simplify the process for small businesses. In addition to identifying the needs most business owners are looking to satisfy with software, Dingeldein advises clients to look for free trials or to schedule a demo before buying. Also important: Take cybersecurity seriously. According to a Ponemon Institute report, the average amount lost during a data breach is \$148 per data record, which translates to more than \$2 million even if fewer than 15,000 records are stolen. "That's a significant amount of money, which could take a business down overnight," Dingeldein said. Your best bet: Stick to the basics—like CRM or HR software—to allow your business to grow and become profitable.

The Paper Trail

What to keep and how to organize it

Though it might seem as if you're drowning in paper, maintaining proper records and saving paperwork is one of the keys to running a successful business. While the papers one needs to keep vary for each individual business, important documents often include accounting and transaction records, expenses, invoices, contracts and licenses. While software and inventory programs can help you stay organized, you still might need to enter information manually to ensure the numbers are accurate. Not convinced you're up for the



task? Enlist the help of a bookkeeper or consultant. No matter which route you choose, be sure to backup your records using a cloud-based data service, such as Carbonite or Mozy. That way, even if your systems crash, you'll still have a record of all of your files.

2.7%

The average increase in hourly pay for small business workers in the U.S. from April 2017 to April 2018.

- Source: Biz2Credit Figures