



Becoming a Small Business Woman

- Published on September 8, 2014

This article intends to emancipate women around the world and advise them on how to start their small business projects with very low capital and few steps. There is no standard of age or time by which you must conform to start your own business. It's never too late. The types of women who start small businesses are global and many: those who sacrifice their careers to become full-time mothers while caring for their families; single moms barely making ends meet; women financially unable to pursue higher education; divorcees left facing their futures with a big, nervous question mark or ladies bored with their lifestyles who act on a concept.

Shattered is the Stone Age taboo that stigmatized women who produce income or remain the breadwinners of the house because they generated more earnings than their male counterparts. Yes, it is true that our society is now shaped in part by successful small businesses founded and managed by women. Sadly, other remote cultures around the world can scarcely fathom the idea much less offer support to female business owners. We all hope that will change!

Entrepreneurial women come from every age, genre and socioeconomic background. They have found time to think about ideas, entertain and then accomplish them. Does this sound like you? Do not get discouraged by those who preach about lengthy business plans, applying for bank loans and the necessity of costly attorneys to set up your business plan. All are unnecessary!

Be patient, objective and stand tall. Every service and product in existence from Post-it® notes to Starbucks Coffee began with a thought. Though in its fetal stage, test the resilience of your idea by imagining if you yourself would buy the product or service you plan to create. In a discreet and indirect manner, bounce your idea off of a few close friends, acquaintances or relatives without disclosing its true nature, of course.

Begin with research. Take notes. Write down all fleeting thoughts about your idea in a dedicated notebook. Begin your research by observing, touching, smelling, feeling or tasting your concept. Search the internet to discover if your idea is already in existence. Don't get down if you find a similar product! On the contrary, it is great news because if that product already exists it is because there is a market and a demand. Apply what Far East cultures teach us about innovation. For instance, Koreans did not invent the vehicle or automobile parts. Yet they are considered among their competitors as number one in the car industry worldwide topping the United States and Germany who are the traditional car makers.

Crunch the numbers. Now that you have assessed and evaluated your product's potential, analyze its development. Calculate approximate cost of production for one unit of your product and any possible discount applied to production of ten units or more of the same product.

Rest assured there is no need to account for such expenses as advertising, a sales force or even store space when you realize that the most powerful marketing and sales tool available is right in front of you - the internet. The good news is that with use of the internet you can eliminate any overhead. If you do not have internet service, locate your nearest coffee house with a WIFI signal where you can plug in for free. Worry less about establishing your store or office space in a prime geographic area because the internet is about to become your virtual store. Your business will be up and running and viewable 24/7 from anywhere in the world.

There is no need to think about payroll. The internet works for free as your sales force completely within your jurisdiction so that you can do it yourself and retain total control. You don't even need to invest in an expensive website or learn fancy HTML or Java programming code. A simple website becomes your virtual store with two pages that tell your story, communicate your sales pitch and display your product. That's all you need in the meantime. In fact, we are willing to help create your new website at no cost. All you pay for is a nominal hosting service through Scan Archives and that is it.

The management of your business becomes a cinch. All of the fixed expenses that by now have probably flooded your mind with a sense of dread and challenge of bank financing have turned into a low budget and quite manageable endeavor. In short, you call the shots! Work from home and even from your cell phone if you do not have a computer. Now, low budget endeavors that began as scribbled notes on napkins with pennies from your piggy bank can be realized.

Success is just around the corner from aspiration, so come on, ladies! Get on board and do yourself proud. Heed our simple advice, complete your due diligence and religiously follow forthcoming articles from Scan Archives for free guidance that will put the wind beneath your entrepreneurial wings.

Luis E. Woolley