

THE MOST POPULAR SMALL BUSINESS MAGAZINE IN THE WORLD

START YOUR BUSINESS

startyourbusinessmag.com



TRY.

WHEN
ENOUGH
IS ENOUGH
BY ROBERT
CRAVEN

FAIL.

WHO

CARES?

...And

Expert Advice

Including:

**HOW TO START OUT AS
A PROPERTY INVESTOR**

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Featuring

Dragon Investor **Deborah Meaden**

and her hot new investment,

April Jackson on launching a new

Caribbean TV channel,

Former Sotheby's Director,

Patrick Van der Vorst and his online

auction platform for collectables

PLUS:

IS THE PAST HOLDING
YOUR CAREER BACK? **P51**

THE IMPORTANCE OF
GETTING FEEDBACK **P53**



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NEWS... GADGETS... FRANCHISES... BUSINESS DIRECTORY...

BUSINESS ADVICE

Your questions answered by our panel of experts



Alexandra Lange,
Head of UK operation
for FlyerAlarm

How can I make my business card stand out from the crowd?

The business card is still an important tool to convey a professional and striking first impression. This is especially the case at networking events, where your new potential contact will likely be receiving a high volume of similar looking cards.

Something strong and distinctive makes the world of difference. Try exploring the idea of using a business card with an exclusive finishing option, such as partial raised varnish over your logo, or even have the whole logo hot foil stamped in a metallic colour. This selective area of exclusivity enables your card the ability to instantly differentiate itself from the standard white paper we're used to receiving.

Explore the option of using an exclusive material. Semi-translucent polypropylene cards provide an extraordinary surface to express your information, whilst remaining trendy and distinctive. Durability is also important as it will hopefully travel far and wide. A nice, thick card made of wood pulp is a fantastic way to stand out, whilst giving the receiver a gorgeous texture to feel. After all, engaging the senses ensures you'll be remembered. When designing a business card, it's important not to be too conventional. Whilst information such as your name, job title and contact information are essential, there's still plenty of room on a standard business card to add that extra something. Your favourite quote or slogan adds a flair of personality to the card and also aids in your new contact's recollection of who you are as a person.



Gerard Toplass,
CEO of Frillo

Being a small business we have limited time to search for cheap office supplies, find cheap insurance rates and get advice on growing the business. Is there a place that provides it all?

We know that starting and growing a business is extremely hard to do. It's important that you are able to focus on what your business does best in order to give it the greatest possible chance of success. That means getting rid of any distractions wherever you can.

Businesses are very good at looking after the sales, the cost of sales and wages on their P&L account – but everything else is a bit of a distraction. There are so many things that a business needs to take care of (some by law) that don't actually have a direct impact on sales. For example; finding cheap office equipment, getting good business insurance rates or utility rates and even researching ways to start or grow your business. So spending lots of time on these things can take focus away from properly driving your business forward.

Small businesses and startups don't tend to have dedicated employees to deal with purchasing things like office supplies, insurance, and utilities so dealing with these 'distractions' could mean less time is being spent working towards your main business objectives.

My advice is to use an online business marketplace that offers all of these services under one roof, like Frillo. Here you can purchase supplies, business services and also get advice on starting or growing your business – and you can do it all through one provider, thus saving you time and money so you can concentrate on your business.

More information can be found at www.frillo.co.uk.



Eddie Yu,
Founder of Mindlogr.com
and Author of The 12
Startup Success Secrets

Should I increase my digital marketing budget or is it all just hype?

You need to do what is right for your business. Following the crowd in any manner whether personal or professional, is really not making a decision for yourself! You want to assess what is effective for your type of business and then run some marketing tests first to see which marketing channels work.

Once you've done the tests and established the working channels, you should have numbers that can show you what your return on investment is. Let's say you spent £200 on Facebook ads and they have a decent 5% conversion rate, then you have to expect to make over your investment in sales in order for this channel to be effective.

With all these numbers and perhaps testing several channels, you'll soon get a picture of which channels are the most effective and then it's just a case of scaling up, after all if you know your figures and you can without a doubt project your conversion and sales from your marketing spend, then you're onto a winner and then it's only a case of how quickly you can scale!

Don't follow the crowd, follow your own business intelligence.