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CASSANDRA HARRIS

WE MEET THE ANGEL INVESTOR OF TECH STARTUPS & FOUNDER OF VENTURESPRING

NEWS... GADGETS... INTERVIEWS... REVIEWS... EXPERTS... FRANCHISING... & MORE!

ASK THE EXPERT

OUR TEAM OF EXPERTS ARE ON HAND TO ANSWER YOUR BUSINESS DILEMMAS...

OUR EXPERTS



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GARY DAVID SMITH



DIANE SHAWE

If you would like to have a question answered by our experts please email: asktheexperts@startyourbusinessmag.com or send us a tweet: [@sybmagazine](https://twitter.com/sybmagazine)

Tweets of the Month

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It's mutual guys. We salute you for providing a platform for some of the UK's most inspiring, and exciting new businesses!

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Excellent article in @SYBmagazine on #MADE2014 speaker @levirootsmusic Thanks Levi, great interview.

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Stop dreaming and start doing. Only then you can achieve the #business #goals you've ever dreamt about.

I've got a lot of information that I want to put into an infographic to get some online attention, but I've never done one before; how do I even get started?

Eddie Yu, Director of Lady Luck Media and Author of Speedlights & Elephants writes:

Infographics are an incredibly good way to convey ideas visually and engage visitors to your website. For someone who is doing this for the first time, there are a few pitfalls, and they may arise before even designing the infographic. The big pull behind a good infographic is the data information which the graphic is trying to describe. You need to think of it like a story designed to come to a conclusion.

Analysing the data is the first part of the story to find out what the big picture message is, then try to find three points which help to back up the big picture message. Work with the 'rule of three' throughout to create a timeline or a storyboard. After you have constructed and created a good infographic design, you can find talented designers on many of the freelance websites like oDesk, elance or PeoplePerHour, or if you want to test out multiple designers, a site called 99Designs is fantastic for putting out a contest. The key take-away points here are that the whole point of an infographic is one big message, illustrated by supporting evidence. Make sure you design it around that.

How important is customer feedback to delivering excellent business?

Gary David Smith, Co-Founder of Prism Solutions writes:

It is now impossible for any company to avoid confronting the rapidly evolving behaviour of online ratings of their services by their customers. There are so many options available to the customer to either praise you or deliver coruscating criticism that it would be business suicide not to engage with this stream of feedback.

The massive increase in business feedback, of one sort or another, offers immense opportunities for businesses to improve their performance and access how their services are faring in the marketplace. Failings with your services can be flagged up within minutes of them happening and action can be taken to correct them.

The huge increase in instant customer feedback is also a great way for you to reassess the services or goods you provide: it allows you to see things from your customer's point of view and decide how things should change or develop.

Goods and services, of all kinds, can be surveyed and compared in seconds online. Customers can review different companies' wares and pricing policies instantly. Therefore, the degree of 'engagement' the customer feels with your company or brand is of continually growing importance. Good feedback obviously instils confidence in new or prospective clients and is just as important as your other marketing tools.

Companies that design and instigate effective 'engagement strategies' with their customers will gain customer share and those which do not will lose it.

I'm on a reasonably low budget but am starting a business and want to know which courses would help me become 'business savvy'?

Diane Shawe M.Ed, CEO of Academy of Vocational & Profession Training Ltd writes:

Starting the process of owning a business requires a vision and a passion, balanced with attention to detail. You need to be a generalist who understands the multiple aspects of running a business, as well as the ability to step back and see the big picture to reach into the future.

The business environment is a complex place to be. Whether you wish to work as a consultant or a freelancer, establish a corporation, or set up an operation that meets the needs for a very particular type of customer, there is a tremendous amount of information that you need to know and apply.