

Startup Professionals August Summary



Selected ideas and assistance to entrepreneurs and startup founders in finding business ideas, funding, executive mentoring, and business networking to incorporate a business, file patents, add an advisory board, and address operational issues.

Greetings!

Thank you for your ongoing interest in the activities of Startup Professionals.

To give you some insight into our areas of interest, our background, and our expertise, I am providing below the abstracts for a small selection of popular articles that we and others published during the month just ending. Please feel free to click on the link at the end of each to access the original entire article on the Internet.

Also feel free to contact me directly if you have any questions or comments.

Marty Zwilling

A handwritten signature in cursive script that reads "Marty C. Zwilling".

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6 Common Myths About Starting a New Business You Need To Drop Today

Starting a new business is fraught with challenges, and none of us has the bandwidth to attack them all. As an advisor to business owners, and an occasional angel investor, my job is to separate the actual challenges from the common misconceptions that distract many promising entrepreneurs while building the leadership team required for your solution, marketing, and finance success. ([More...](#))

5 Ways Publishing a Book Can Expedite Your Business Success

What every entrepreneur needs more than anything else, after they have built an innovative new product or service, is visibility, credibility, and trust by customers, potential employees, and future business partners. In my experience as a business adviser, one of the best ways to get all of these is to publish a book on the technology, the journey, or some relevant lessons learned. ([More...](#))

8 Ways to Get Your Employees Fully Engaged in Your Business

Based on my own experience as a business professional, employees who are not seriously engaged in the business should be totally obvious to everyone, including the manager or CEO. Yet many managers and executives seem to ignore the situation, or have no idea how to fix it. The result is that the performance of whole team is degraded, and the business suffers ... ([More...](#))

How to Reach Your Potential In an Ever-Changing Workplace (Jeff Bullas)

Career progression used to be linear... Get a job, work hard, and make your way up the organizational hierarchy. Predefined structures determined a career path and tenure was reflected in a salary. Over the past few decades, the workplace has embarked on a new journey. Globalization has changed cultural expectations and technology has redefined roles, ([More...](#))

6 Keys To Convince Investors Of Your Competitive Edge

Most entrepreneurs are quick to assert to potential investors that their product or solution will kill the competition, but unfortunately your opinion alone is not enough to convince most experienced investors. They want quantifiable facts and figures on how your offering compares to recognized key players in your domain, and quotes from recognized third-party experts ... ([More...](#))

5 Tips to Gain From People Who Don't Think Like You

One thing we all have to learn in business is how to work with and lead people that are not like you, and don't think like you. In my experience as a business advisor, that's probably the biggest hurdle to success encountered by every new business owner. Your biggest challenge may be members of your own family, some of your best customers, or a key business partner or investor. ([More...](#))

8 Keys To Enjoying Work, And Enhancing Your Career

As a business advisor, one of the most frustrating things I see is the number of employees who are unhappy at work. Business owners don't like it, the new generations think promotions will solve it, and productivity levels continue to suffer. According to the polls, only 32 percent of workers are engaged, and the rest spend much of their time wishing they were somewhere else. ([More...](#))

What Does It Feel Like When You Say “Later”? (Seth Godin)

What does it sound like when you put something off? All of us have a catalog of voices in our head. We've got the one for feeling behind, the one for not feeling good enough, the one we use when we're trying to avoid a sore spot. There are good reasons to decide to wait until later. Waiting for later keeps our options open. Waiting for later helps us avoid the short-term hustle. ([More...](#))

How To Judge Others (Dan Rockwell)

You can't do difficult things fast. If you want to go fast, do something easy. The need for speed requires repetition, simplicity, and ease. Fast for you – slow for others: Arrogance looks for it's own reflection in others. Experience makes challenging tasks quick and easy. Experience walks into a situation and knows the answer. Just connect A with B. Inexperience is thankful. You wonder why they struggled. ([More...](#))

5 Stages In Leading Paradigm Shift Levels Of Change

A refrain I often hear from technology entrepreneurs to investors is that their product or solution is so innovative that it will cause a “paradigm shift” in the industry. Their assumption is that customers and investors will be wowed by this into buying, ignoring the evidence that large-scale change takes a long time, most often fails, and scares away customers and investors alike. ([More...](#))

6 Keys To Marketing That Many Entrepreneurs Overlook

Marketing is everything these days. You can have the best technology, but if customers don't know you exist, or they don't know how your technology solves a real

problem for them, your startup will fail. Yet I see many technology entrepreneurs that focus on the basics of marketing too little and too late. ([More...](#))

10 Startup Quandaries That May Redefine Your Business

Most entrepreneurs struggle with many startup founders quandaries in building their business, and these key dilemmas are probably the biggest source of pain and failure for the entrepreneur lifestyle. People may jump into the lifestyle to be their own boss, achieve great wealth, start a new trend, or all the above. The dilemma is that these goals are usually mutually exclusive. ([More...](#))

Risk Tolerance (Fred Wilson)

Startup companies go through a number of phases as they mature from an idea, to a small team, to a growing team, to a small company, to a big company. And along this journey, the leadership team you need changes. You need little to no leadership structure when you have a small team, you need some sort of leadership structure when your team is growing, you absolutely need a leadership team when you become a “company”, ([More...](#))

8 Steps To Stop Killing Yourself As A Micro-Manager

For a few, delegating comes easily, maybe too easy. For others who are perfectionists, letting go of even the most trivial task is almost impossible. If you are in this second category, you probably don't like the references behind your back that you are a “control freak” or a “micro-manager.” London business school professor John Hunt notes that only 30 percent of managers think they can delegate well, ([More...](#))

7 Common Themes That Indicate An Extraordinary Leader

In building successful businesses, I find that creating a new and innovative product or service is usually the easy part. The hard part is providing the leadership required to align and motivate all the constituents and players – from engineers, to investors, vendors, and ultimately customers. Great entrepreneurs are not just idea people and then managers, they are extraordinary leaders. ([More...](#))

Marty Zwillig is the Founder and CEO of Startup Professionals, an Arizona-based company which offers startups a range of offerings and consulting services. He has been a member of several angel investor groups, and served on many startup pitch judging panels. He is a mentor to aspiring entrepreneurs through Embry-Riddle University and the Forbes School of Business, and has done guest lectures on entrepreneurship in various MBA programs. He is also on the Advisory Board of a several startups, and has an extensive technology background with IBM and other large and small companies.