

Startup Professionals January 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 ended. Please feel free to click on the link at the end of each to access the entire article on the Internet.

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

Marty Zwilling

Founder & CEO, Startup Professionals, Inc.
Website: <http://www.startupprofessionals.com>
Blog: <http://blog.startupprofessionals.com>

Check the Work Ethic In Your Company, If You Dare

Great entrepreneurs have long been the epitome of people with a great work ethic. But many complain to me that it is becoming harder and harder to find team members and employees who demonstrate and live the same culture. Somewhere along the way, ([More...](#))

10 Reasons Why Business Action Can Trump Thinking

I've always said that startups are all about execution. Sometimes I encounter self-proclaimed entrepreneurs who have been "thinking" about a concept for many years, and haven't started yet. Some of these may be visionaries, ([More...](#))

10 People That Will Strangle Your Company

Every organization, no matter how small, has one or more people who are quite simply obnoxious, and they drain energy from everyone and can strangle your company. Sometimes they are also intellectually brilliant, or closely related to the boss, so there is no easy way out. ([More...](#))

Crowdfunding Bill Stuck in the Senate (Scott Edward Walker)

In early November, the U.S. House of Representatives overwhelming passed the Entrepreneur Access to Capital Act, a crowdfunding bill which permits startups to offer and sell securities via crowdfunding sites like Kickstarter or social networking sites like Facebook. As I discuss below, this is a game-changer for startups ... ([More...](#))

10 Hiring Shortcuts No Young Company Can Afford

Every startup with any traction quickly reaches a point where they need to hire employees to grow the business. Unfortunately, this always happens when pressures are the highest, and business processes are ill-defined. At this point you need superstars and versatile future executives, ([More...](#))

10 Ways Top Business Leaders Avoid The Loneliness

One of the toughest things about running a business is the feeling of loneliness and isolation. You are on your own and nobody supports you because it's hard for them to see what you see and feel the excitement that you feel at the critical stages. ([More...](#))

8 Ways to Surf the Entrepreneur Information Wave

Being an entrepreneur these days requires an understanding of a thousand topics, many of which don't even exist today in traditional learning vehicles, like schools and textbooks. The Internet and its information wave have changed everything – it's the problem, ([More...](#))

Reconsidering Gartner's Cycle of Hype (Seth Godin)

One theory of technology marketing and acceptance goes like this: A technology causes a media hypestorm and rising expectations. Then it crashes to Earth as the popular press and the public discovers that it's not all the hypesters said it would be-- ([More...](#))

Help! My Boss is an Insecure Jerk (Dan Rockwell)

If you haven't worked for an insecure jerk, you will. Insecure jerks corrupt corporate culture and hamstring employees. They think first of personal agendas, divert focus, and instigate drama. Don't expect insecure jerks to change. Don't attempt to change them. Accept and deal with them. ([More...](#))

10 Startup Survival Tips in the Age of the Platform

Every startup, as well as mature business, needs to learn as much as possible from Amazon, Apple, Facebook, and Google, who have set the standards for fast growth and success in today's business world. These companies, designated the "gang of four" by Eric Schmidt last year, ([More...](#))

Texting Is Killing Real Business Communication

Whether it's a business or personal interaction, multiple studies show that as much as 50-65

percent of the communication is nonverbal. That means that people who are addicted to text messaging and email may be sending only half the message, and receivers often misinterpret even that half. ([More...](#))

8 Key Elements Make Your Business Transformative

Every entrepreneur has an idea for transforming a market with innovative new technology, or transforming society with a new process. But unfortunately, most of these ideas fail at the execution level, or are not truly innovative. Entrepreneurs who have been really transformative, ([More...](#))

7 Ways to Avoid a Poor First Impression in Business

Entrepreneurs are all about firsts, and the most important is you making a great first impression – on investors, customers, new team members, and strategic partners. Poor first impressions can be avoided, but I'm amazed at the number of unnecessary mistakes I see ... ([More...](#))

Web Second, Mobile First (Mark Suster)

I loved the idea of "mobile first" but something always bothered me. Kind of like a law firm (or VC firm) with four partners but shortened to just two, people dropped off his second two words. People forgot that Fred also wrote "Web Second." ([More...](#))

The Startup Clock Starts When You Incorporate

The official start date for your startup is the date you incorporate the business. This is obviously important for tax purposes, but may also dramatically influence how potential investors, customers, and competitors look at you. ([More...](#))

Marty Zwilling is the Founder and CEO of Startup Professionals, a Phoenix-based company which offers startups a range of offerings and consulting services. He is a member of the ATIF Angels group, where he serves on the Selection Committee. He is a mentor to startups through the Thunderbird School of Global Business Executive in Residence program, and has done guest lectures on entrepreneurship in their MBA program. He is also on the Board of a several startups, and has an extensive technology background with IBM and other large and small companies.