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

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

5 Keys To An Unbeatable Solution For Your New Startup

In my role as advisor and mentor to many new entrepreneurs, I often find myself suggesting that they think bigger. I’m a techy at heart, and I love to see real innovation, but too often I see just “copycat” proposals, or at best incremental thinking. For example, I’m not sure the world needs one more social media niche site, or another dating site, or yet another flavored...

(More…)

3 Tips For Hiring Top Talent In 2021 (Gary Vaynerchuk)

We’re in the middle of a few things here in the US, and hiring season is one of them. I constantly get DMs and emails about how to attract and retain great talent. I’ve spoken about hiring a lot over the past ten years and while some thoughts evolve, others stay the same. Keep reading to learn my three top tips for hiring professionals in 2021.

(More…)

6 Tips For Ramping Up Your Work Culture For Tomorrow

The future of work is definitely changing, accelerated by the current pandemic. There is always the next generation of workers coming of age who expect more, as well as the current generation already having the lowest engagement and productivity levels that business has ever seen. It seems they are both looking for more personal satisfaction and sense of purpose for their efforts.

(More…)

5 Reasons To Enlist Outside Advisors For Your Startup

In my experience as an angel investor for new startups, I’m always surprised by how many entrepreneurs are looking for funding without outside advisors. An experienced Board can give them credibility, as well as advice on the many pitfalls of starting a new company. Especially if you are a first-time business owner, the payback for this initiative is well worth the effort and cost.

(More…)
8 Keys To Personal Self-Fulfillment In Your Business

As a long-time mentor to new entrepreneurs and business owners, I have noticed that many no longer associate more fulfillment and satisfaction with more money, power, and success. It seems that fulfillment to these new entrepreneurs is all about changing the world and legacy. In fact, customers today also seem more attracted to companies with a higher purpose than profit. (More...)

The Reverse Value/Luxury Curve (Seth Godin)

For most products and services, we rate them on a curve. Of course the seat on the discount airline was cramped, but that's okay because it was cheap. Of course this Camry doesn't look or ride like a Porsche, don't be stupid… But, the opposite is true in the high end. When luxury goods are compared to luxury goods, the narrative is, “this one must be better, in absolute and relative terms, precisely because it's more … (More...)

7 Ways To Give Support Without Prolonging Incompetence (Dan Rockwell)

I heard a leader bragging that he consistently challenged his team to multiply their goals by a factor of ten. There’s transformative power in reaching so high that current strategies don’t work. But repeatedly demanding that goals be multiplied by 10 isn’t leadership. It’s ignorant. Any leader who consistently walks around 10Xing everyone’s goals gets 10X smaller goals … (More...)

8 Keys To That First Investment From People You Know

Most entrepreneurs have learned that it’s almost always quicker and easier to get cash from someone you know, rather than angel investors or professional investors (VCs). In fact, most investors “require” that you already have some investment from friends and family before they will even step up to the plate. (More...)

10 Reasons That New Ventures Are All About Execution

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, but none are real entrepreneurs - yet. Elon Musk has built several innovative companies, including SpaceX and Tesla Motors, and is worth about $185 billion. I’m told he spent more time executing … (More...)

6 Cost-Cutting Recommendations For New Entrepreneurs

It wasn’t so many years ago that starting a new e-commerce business on the Internet was a complex custom development project, usually costing a million dollars or more. Now you can do it for free, or a few hundred dollars, with one of the many web building tools available, like Shopify or Weebly. A programmer can build a new smartphone app for a few thousand dollars. (More...)

Secondary Markets (Fred Wilson – A VC)

Buying something from the creator or issuer is often called the “primary market.” Reselling it to someone else is often called the “secondary market.” I have spent my career in the primary market, buying equity from very young companies and holding it for many years usually until a sale or IPO. That has worked well for me over the years but recently. (More...)

8 Essentials For Being Unstoppable In Your Business

We all know at least one entrepreneur who always gets things done, and appears unstoppable in his quest. All of you probably know many others who talk incessantly about their great ideas, but never seem to even get started, or they give up at the first obstacle. What are the attributes that make an entrepreneur unstoppable, and is it possible for people to learn to be unstoppable? (More...)

4 Simple Steps Will Get Startup Financial Projections

Most aspiring entrepreneurs understand that you can’t build a business if you won’t commit to delivering a product or service, but many are hesitant or refuse to commit to any financial forecasts. Yet every business requires revenue and volumes, as certainly as it requires a product to sell. Thus, financial projections for up to five years are a necessary element … (More...)

Marty Zwilling 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.