

# Startup Professionals July 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.

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## 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 black ink that reads "Marty C. Zwilling".

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## 10 Questions to Prepare You for Competitors Who Haven't Noticed You Yet

When you are starting a business with an exciting new idea, it's easy to dismiss potential competitors as not being in the same space, or too fat, dumb, and happy to be concerned that you even exist. I hear it all the time as an angel investor, but I also see that same naïve or cavalier attitude come back to haunt entrepreneurs once they really get out in the marketplace. ([More...](#))

## 7 Keys To Positioning For Success In The Gig Economy

In case you hadn't noticed, the world of business is becoming more and more a "gig economy." This simply means that the number of people with a long-term single-employer agreement is going down, and the number of short-term contractors and freelancers is going up. It's good for professionals, who get more control, and good for companies, who need more flexible staffing. ([More...](#))

## These Are the 10 Most Common Mistakes I See Entrepreneurs Make (Save Yourself Some Pain)

Starting a new business is a long, hard process, and I can't blame any founder for seeking shortcuts. I've taken a few myself, and I know how much work they can save, as well as how painful some can be in retrospect. When you are trying new things, there are plenty of new problems to go around, so why would you want to re-experience the pain of others? ([More...](#))

## Why You Need Both Personalization and Humanization (Jay Baer)

Personalization and humanization are both foundational elements of modern marketing success. Both are valuable to companies and organizations, but for very different reasons. Personalization increases message relevancy, which boosts behavior rates (the likelihood that a consumer will open, click, share, buy). Humanization increases kinship, ([More...](#))

## These Are the 7 Things That Drive People to Get Things Done, According to Psychology

Why do some people you know at work consistently get things done, while others never seem to finish anything? It's certainly not all about intelligence, skills, and training. Some of the best-prepared people I know are the least productive, and they are quick to offer the excuse that they are idea people, perfectionists, or easily distracted. Most experts agree the real key is motivation. ([More...](#))

## 6 Steps To Saying No At Work To Your Boss And Peers

Every dedicated business professional I know can't find enough hours in a day to do their best work, and yet they often find themselves saying yes to new requests from the people around them. In some cases it may be fear of retribution by the boss, but more often they just hate to disappoint others, and end up instead with high stress and low credibility in the crisis to deliver. ([More...](#))

## 8 Ways Your Experience in Corporate Roles Can Hurt Your Success as a Founder

When I hear executives and professionals in larger businesses talking about their dream of going out on their own to start a new company, I always cringe. I have been there and done that. They and I never realized how hard it is to break the big-company habits and conventions. If you are going to do it, don't wait too long. The longer you wait, the more traumatic the decision will be. ([More...](#))

### Toward Dumber (Seth Godin)

If you want to reach more people, if you're measuring audience size, then the mantra of the last twenty years has been simple: make it dumber. Use clickbait headlines. Short sentences. Obvious ideas. Little nuance. Don't make people uncomfortable or ask them to stretch. Remind them that they were right all along. Generate a smile or a bit of indignation. ([More...](#))

### Succeeding With The Thin Line Between Stubborn And Persistent (Dan Rockwell)

There's a thin line between stubborn and persistent. Successful leaders make decisions quickly and change their mind reluctantly. But stubbornness refuses to consider alternatives. Stubbornness makes decisiveness a disaster. But success requires persistence. My observation is that decisiveness and stubbornness often live together. ([More...](#))

### 10 Unconventional Management Techniques That Work

I've been a manager in business for many years, and like most of you, I've also had my share of bad managers, as well as a few good ones. As a result, I'm certainly convinced that engaging, retaining, and developing people for maximum performance is one of the toughest jobs you will ever have. I'm also convinced that the conventional wisdom for best practices isn't always right. ([More...](#))

### 6 Ways To Learn From Failure, And Beat Success Odds

Aspiring entrepreneurs and new business owners often ask me for a secret formula for success, and they seem

surprised when I tell them there isn't one. In my experience, every new business is best handled as a series of experiments, from which smart founders learn a winning strategy, after some mistakes. In fact, that culture of learning as you go is my secret... ([More...](#))

### The Business Model Canvas Can Get Your Startup Funded

New entrepreneurs are always looking for a shortcut in getting their venture story and plan across to investors, and closing on the funding they need. An effective tool I see used more and more, as a prelude to a more detailed business plan, is the Business Model Canvas, first introduced by Alexander Osterwalder back in 2008. It forces you to bridge the gap between idea and execution. ([More...](#))

### Succession Planning In Partnerships (Fred Wilson)

I've written before about succession planning in investment firms. Getting this right is challenging. There are a lot of stakeholders; the investors, the partners, the employees, the portfolio companies. Everyone worries about what might change under new leadership. I am a fan of gradual but clear and transparent transition, which is what KKR is doing and what we have done... ([More...](#))

### How to Pick a Partner Who Will Amplify Your Efforts

As a long-time business advisor and angel investor, I'm a believer that "two heads are better than one" in building a new business. Very few entrepreneurs have the range of skills and experience to be the solution creator as well as business creator, or operational as well as sales leader. The challenge is to recognize and recruit that ideal partner match early with minimal cost and risk. ([More...](#))

### 10 Controversial Lessons From Serious Entrepreneurs

Most people agree that entrepreneurs have to think differently and take risks to have much chance of building a successful business. Yet I have found that serious entrepreneurs usually go way beyond these platitudes in their actions and thinking, and often won't volunteer their real views, for fear of alienating "regular" people, and being branded a fanatic. ([More...](#))

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*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.*