

# Startup Professionals May 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.

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## 8 Early Signs That Your Long-Term Business Success May Be in Jeopardy

As a company executive, or a business advisor, we have to always be on the alert for indications that your business, while looking calm on the surface, has strong undercurrents starting that can lead to disaster. You don't want to be in one of those high-flying companies, like Webvan, Pets.com, and eToys, that almost made it to the big time, before fading or crashing into oblivion. ([More...](#))

## 6 Strategies for Building the Relationships You Need to Succeed in Business

Unfortunately, people who are great at inventing things, and have high creativity, often don't have strong interpersonal skills or interests. As a mentor to aspiring entrepreneurs, I see a high level of frustration from people in this category who have personally developed great solutions, but can't make them into a business. They don't realize that running a business ... ([More...](#))

## Entrepreneurs Can Capitalize On The New Gig Economy

The era of stable lifetime jobs for business professionals within a single company are gone. Companies are rightsized quickly now as markets change rapidly, and business professionals are quick to jump to new opportunities for growth and survival, with no ties to special benefits or pension plans. Thus smart business professionals are rapidly becoming the new entrepreneurs. ([More...](#))

## Quick Fixes to Turn Your SEO Around (John Jantsch)

Let me be clear, SEO is absolutely a marathon, not a sprint. To do it well, it takes a lot of time and effort and needs to be a continuous practice. With that being said, there are a few low-hanging fruit items that you can address first that can help turn your SEO efforts around (or kick them off) quickly. Interested in what I'm talking about? Read on. ([More...](#))

## 7 Key Practices for Team Member Learning and Growth in Business

Believe it or not, it pays to think about your exit strategy before you start a business, just like buying a house. Is it an investment, do you want to flip it, or do you plan to live there forever? For entrepreneurs seeking investors like me, it's especially critical, since investors want to see an exit plan, like going public or acquisition, to get a return and their money out for that investment. ([More...](#))

## 4 Critical Stages Transform An Idea Into A Business

According to most definitions, an entrepreneur is one who envisions a new and different business, meaning one that is not a copy of an existing business model. Many entrepreneurs have a passion and an idea, or even invent a new product, but are never able to execute to the point of creating a startup. Even fewer are able to grow the startup into a viable business. ([More...](#))

## 5 Steps To Due Diligence On Your Potential Investors

Even though the color of their money is always green, all startup investors are not the same. Struggling entrepreneurs are often so happy to get a funding offer that they neglect the recommended reverse due diligence on the investors. Taking on equity investors to fund your company is much like getting married – it is a long-term relationship that has to work at all levels. ([More...](#))

## Mass Personalization Is A Trap (Seth Godin)

There's an uncanny valley here, that uncomfortable feeling we get when we know we're being played, when someone mass customizes and tries to steal the value of actual person-to-person connection. It's a trap because the more you do it, the more you need to do it. Once you start burning trust, the only way to keep up is to burn more trust. ([More...](#))

## It Sounded Smart In Your Head And Dumb When You Said It (Dan Rockwell)

Comedians say dumb things intentionally. The rest of us have learned that a 'foot in the mouth' leaves a bad taste. The dumb thing you said seemed smart in your head. Success includes what you DON'T say. 14 dumb things successful leaders DON'T say: "I meant well." Does this mean there are times you didn't mean well? "I didn't mean to." What's the option? ([More...](#))

## 10 New Venture Strategies That Often Lead To Disaster

Every entrepreneur I know has their favorite excuse for a previous failure – an investor backed out, the economy took a downturn, or a supplier delivered bad quality. These things outside your control do happen, but based on my years of experience as a startup advisor and angel investor, I still see too many strategies leading to failure that are inside the entrepreneur decision realm. ([More...](#))

## 7 Benefits of Promoting Your Dream Before Building It

It's still popular these days for startup founders to operate in stealth mode, meaning no details about the idea or progress are shared with anyone until the big reveal and rollout. The common reason given is that this prevents any competitor from stealing their idea and beating them to market. In my view, this paranoid approach costs them much more than .... ([More...](#))

## 8 Ways To Test The Depth Of A Startup Before Joining

Every startup founder loves to prompt for questions from investors and potential key team members about their vision, and the huge opportunity that can be had with their disruptive technology. Yet if you are on the other side of the table, there are some other key questions that you need to ask, which will tell you more about the real success prospects for this business. ([More...](#))

## The Finance To Value Framework (Fred Wilson)

There are two major failure modes in startups. The first common failure mode is the thing you make doesn't get adopted. That's called not finding product market fit in startup lingo. The second common failure mode is "getting too far out over your skis" and it happens to companies that do find product market fit but mess things up by building an inappropriate cost ... ([More...](#))

## 6 Ways To Pitch Your Innovation To Today's Customers

Every entrepreneur with a new technology tells me that his innovation will be industry-disrupting, meaning that it will render the existing technology obsolete, and create a new market. Yet truly disruptive innovations, like the smartphone from Apple and the rise of the Internet, are very rare, and are generally unpredicted. So why would any investor ever believe any of these claims? ([More...](#))

## 6 Tips On Honing A Culture Of Winning Through Focus

Intuitively, many entrepreneurs and businesses believe that the key to faster growth and success is more products, features, and markets. Since we all have limited resources, and can't add more hours to the day, the result is usually more things done poorly, rather than a few key things done better than anyone else. The message here is focus, ([More...](#))

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