



## 8 Keys to Starting a New Business

1. Share your ideas. Don't be secretive. Get input from everyone you know. Ideas are a dime a dozen. But the person who puts a plan of action together is the only one who will benefit.
2. Your friends will likely be too busy to help you—or to steal your idea—but you can get their opinions and input.
3. Make sure you find something you believe in, something you would buy yourself and use yourself, and would sell to your best friend.
4. Improving an existing product or service is the surest and quickest way to success.
5. Brand-new products or services are usually very risky.
6. Don't look for get-rich-quick schemes. If it sounds too good to be true, it probably is.
7. Look at the long-term perspective.
8. Decide to be excellent at whatever you do. This provides more leverage than any other factor.

Now that you know the keys to starting a new business you might be wondering, "what kind of business should I start?" We've put together a 172 page guide to help you called 48 Low or No Cost Business Ideas. [Click here to get instant access.](#)