



## 10 Do's for Small Businesses

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1. **Do:** Get the hang of social media marketing, it is a huge marketplace and expanding exponentially.
2. **Do:** Create a group of go-to people for various services and referrals.
3. **Do:** Build a brand. Protect your brand. Expand your brand.
4. **Do:** Focus on the intention of your business, and who are you trying to reach? What demographics are you appealing to? Know your customers.
5. **Do:** Focus on timing of delivery, for example if you have a new product coming out focus on when to release it, check analytics.
6. **Do:** Build a team that will contribute in a profound and beneficial way.
7. **Do:** Research the type of service or product you are providing and get every detail possible about how to provide it efficiently.
8. **Do:** Communicate well with those inside your organization and outside of your organization.
9. **Do:** Prepare. Preparation allows yourself and your team to adapt to circumstances and prepare for growth.
10. **Do:** Learn from obstacles and mishaps and use them for growth within the organization.



# 10 Don'ts for Small Businesses

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1. **Don't:** Do not work hard, work smart. If you spend all the time doing hard work, it may not be as productive as spending half the time being strategic and seeing the same results.
2. **Don't:** Do not try and seclude your organization or brand, use other similar brands as boosters.
3. **Don't:** Do not come to assumptions about things, always gather facts.
4. **Don't:** Do not promise things you cannot deliver. If you are trying to build credibility only promise what you can deliver.
5. **Don't:** Do not under deliver. Be patient and deliver your service or product even if it takes longer than expected, do not rush.
6. **Don't:** Do not ignore signs. There are many signals along the road to direct you or indicate that a change in direction is needed.
7. **Don't:** Do not get discouraged. Sometimes things will happen the way you want them to and sometimes they do not, keep moving and NEVER give up.
8. **Don't:** Do not over-invest, whether it is time, money, or resources use them wisely not recklessly.
9. **Don't:** Do not jump into an unknown market until all the information has been gathered that can assure your product or service has potential for growth.
10. **Don't:** Do not diminish ideas; whether it is a contribution from your team members or your new idea, every idea has a possibility.

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