

Launch

You now have everything in place, so you need to take the plunge and get going!



1. Launch your business:

- A soft launch will enable you to introduce your business to the marketplace quietly and is useful if you want to make sure everything you need to operate is working effectively before you get a lot of attention.
- However, if you have a shop front you will probably want to make sure as many of your target market knows about your business as possible, so you might want to 'go big' and get as much publicity as you can.
- If you are starting up a B2B business you might need to be much more focused and make personal contact with specific potential clients so you can explain your proposition in more detail, making it relevant to them.

2. Keep track:

- It is important to keep track of how your business is doing. Update your accounts regularly and compare the results to your financial forecast to see if you are on track. If not make some changes.
- Review how you are managing the customer and other data you are starting to hold and make sure it is compliant with data protection legislation.

3. Practice self-care

- Running a business is going to be a constant challenge so do try to manage this by ensuring that you are looking after your own well-being.
- You can't pour from an empty cup so be sure to take time to replenish yourself both physically and mentally by putting some simple strategies in place.
- By turning these coping mechanisms into a habit, you'll maintain the energy and passion needed to make your business a success and be a much nicer person for your friends and family to be around!



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