

TOP TIPS FOR SUCCESS

Secrets Of Success For Entrepreneurs And Small Businesses



(NAPSA)—Picture this: The phone's ringing off-the-hook, the copy machine's jammed, the server is down, the delivery person needs a signature for the package, the trash can is full, there's no toilet paper in the bathroom and a client is stopping by the office in a few minutes.

Sound hectic? Well maybe, but to any small business owner, this could be a 'typical' day. A recent survey conducted by Harris Interactive for Network Solutions found that 71-percent of Americans have dreamed of starting their own business. So perhaps, this is the lifestyle of the future.

What is the appeal of starting your own business? According to veteran entrepreneur and small-business expert Jeff Zbar, author of "Your Profitable Home Business Made E-Z," "being a small-business owner means you're the boss. You'll work long hours, but you'll also call the shots."

It is not easy to achieve success in an increasingly competitive business environment. "Mom-and-pop" companies are slowly losing their foothold to bigger businesses. In the United States, one million new businesses are launched and roughly the same number of businesses fail each year. Zbar partnered with Network Solutions to offer several suggestions to help your small business become one of the success stories, including:

Do what you know. The most successful small businesses usually result from people finding a niche in an industry they already know—or turning a hobby into a career.

Head online. In order to be found, you have to be online. In a recent survey, 58-percent of small businesses said the Internet has helped their business grow or expand.

Find the right online solution. Internet solutions providers like Network Solutions offer a one-stop shop for just about everything a small business needs to create an impressive online presence, from e-mail accounts to marketing tips to Web site design. With a small business, your work hours will most likely be sporadic. That's another reason to consider an Internet solutions provider that offers around-the-clock customer service.

"Since we focus on the small business owner and employees, we are available 24-hours a day to help them establish their company on the Web," says Network Solution's Chairman and CEO Champ Mitchell. "We invest a lot of time to help our customers find the tools they need, so they can invest their time on what's really important—growing their business."

Not tech savvy? No need to fret. Whether helping novice Internet users understand the basics or delivering the tools that let experienced customers tackle complex programming and design issues, Network Solutions is an ideal partner for any small business.

To check out small business success tips from Jeff Zbar, visit: www.jeffstips.com. For more information about Internet solutions, visit: www.networksolutions.com.