

TIPS FOR STARTING A NEW BUSINESS

Becoming a business owner in 2023?
Get started on the right track.

1. Upgrade your software

Invest in technology that helps you and your team stay organized, communicate with customers and keep track of spending. Research the equipment and software industry leaders utilize and evaluate how they could help your business. Consider **updating your website to include scheduling tools** or remote chat features like those offered by Nexa Receptionists.

2. Invest in marketing

An effective marketing strategy brings in new clients and raises awareness about your brand. Marketing strategies include posting schedules, customer personas, goals and competitor analysis. Consider **hiring a marketing expert** to develop your marketing strategy and establish your brand online.

3. Develop a business plan

A business plan is a comprehensive guide to your company and its operations. Business plans "should include an executive summary, company description, market analysis, management team overview, organizational structure, product/service descriptions, operational details, financial projections, and statements."¹ **Partner with professionals** to help create a business plan that addresses these elements.

4. Hire support

Decide who will help you to grow your business, including independent contractors, employees or outsourced services. Become knowledgeable on payroll taxes, compensation plans and financial record keeping. Understand which employee benefits may be required, including unemployment insurance, leave benefits, disability insurance, workers' compensation and social security taxes.²

Never Miss A Call With Nexa Receptionists

 **50,000,000+**
CALLS, CHATS, TEXTS HANDLED

 **10,000,000+**
APPOINTMENTS CREATED

 **200,000,000+**
CLIENT GENERATED REVENUE

Learn More

Check out our blog to learn more trending topics in scheduling by visiting nexa.com/blog.

Call **800-756-3080** to discuss how our call answering services can help your business.



Sources:

1. Forbes. Starting A Business: Tips And Strategies To Get You Going. <https://www.forbes.com/sites/melissahouston/2023/01/26/starting-a-business-tips-and-strategies-to-get-you-going/?sh=4609c2203577>

2. U.S. Small Business Association. Hire and manage employees. <https://www.sba.gov/business-guide/manage-your-business/hire-manage-employees>