

10 tax breaks entrepreneurs wish existed + Managing awkwardness

Entrepreneur[®]

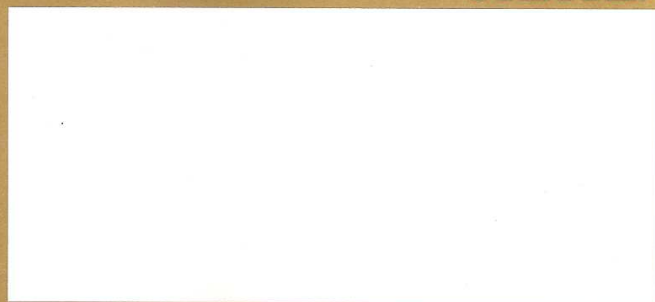
APRIL 2009 | ENTREPRENEUR.COM



WHO'S STILL
BUYING WHAT?
**SMART PRICING
STRATEGIES.**
HOW TO COPE
WITH STRESS.

**ACTION PLAN:
USE THE RECESSION
TO YOUR
ADVANTAGE.**

**START
HERE >**



When are you most creative?

4:33 p.m.: The least creative time of day, according to 92 percent of those surveyed

10:04 p.m.: The time when 25 percent of respondents feel most inspired

IN ADDITION ...

25%

"Burn the midnight oil" to inspire creativity

44%

Find inspiration in the shower

58%

Forget creative ideas by neglecting to write them down

(Source: Crowne Plaza)



From unemployed to entrepreneur

By Sara Wilson

**LAI D OFF FROM
A JOB IN . . .**

START A . . .

Construction	Solar roofing contracting business, home renovation company, handyman business
Finance	Fixed income asset management business, carbon-offset management and trade business
The automotive industry	Hybrid technology repair business specializing in lithium ion batteries, electric motors or software
Manufacturing	Manufacturing business of environmentally friendly products
Transportation	Delivery services business focused on local, not long-haul, transport
Real estate	Home-staging company
Temporary and support services	Business development company, entrepreneurship coaching business
Retail trade	Peer-to-peer e-commerce business, niche marketing of customized goods business

List compiled by John Assaraf and Murray Smith, founders of OneCoach, a provider of small-business coaching services in San Diego. John M. McKee, CEO, and Katy Lint, senior partner, of BusinessSuccessCoach.net, an international coaching and consulting practice in Thousand Oaks, California, also contributed.

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Laid off? Check here

By Sara Wilson

WE CAUGHT UP with Rich Sloan, co-founder of StartupNation.com, a free business advice and networking site, for a checklist of the first steps to getting you—and your business—off the ground after you've been laid off.

- **Create a life plan.** Determine the right business to start by first identifying what you want out of life. This includes figuring out what turns you on. If you're passionate about a business idea, your chance of success will increase dramatically. Visit startupnation.com for more info on creating a life plan.
- **Take stock** of your skills, available resources and the track record you might be able to leverage from a marketing perspective.
- **Commit to your concept.** Create a short but clear statement defining your business idea. It's OK if this morphs into something else, but you need to force yourself to distill the idea into a brief statement that's clear to any third party (investors, customers, partners, employees, web designers, and so on).
- **Google like mad.** For some quick research, immediately start Googling anything and everything associated with your idea. The faster you become an authority, the faster you'll be able to come up with your business strategy, including pricing, target markets, milestone timing, operations and more.
- **Test drive.** Find someone—maybe even a few people—who'll be a sounding board for your ideas and strategies. It's easy to buy into your own hype when playing up a business opportunity. Use insiders for this, but don't be afraid to ask people who have no relationship to you. One technique is to find someone in a noncompetitive geographic mar-

Ask him to be a mentor.