



You Need One of these Two Things when starting out in Business

Hi! I'm Sharon Jurd and welcome to my Biz Blitz video and today I want to talk to you about **you need one of these two things when starting out in business.** And I'm going to share with you what these two things are but you only need one.

Firstly, you need a **ton of money.** Now, not all of us have a ton of money but if you need to market and get your brand out there, you need a ton of money. Most of you who are listening right now are going to go, "That's not me." Because I have yet to meet the person with a ton of money when they come into business. You're always scrimping and scraping up cash to try and make it through the next week or the next month when you're starting out. And I remember when John and I started HydroKleen and we first commenced franchising. It was our only income and we had no plan B and what we had to do was use the cashflow coming out of the business and when you start franchising, it takes a while to get your income and I share this with some people in closed environments, I don't normally share out it in the public domain but there was a time, shortly after we started business, John and I were foraging around in the console of his car looking for change to go in and buy some milk because we had no cash.

People say to me, "Oh my goodness, you've got a great business and everything's flourishing", but at the start we had no cashflow and we had to really rely on selling franchises very quickly to get that cashflow. We had no other income supporting that business and our weekly groceries and our daily life. I wanted to share that with you today because not a lot of us have money when we start out in business.

The second thing that you need, as I said you need one or the other, if you haven't got money the second thing you need is **time** and that is the one thing that we all have. It is equal in our life. Other things are not equal, we don't



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have the same upbringing, we don't have the same background, we don't have the same amount of money or experience or knowledge, or schooling or education; nothing is equal to everyone except time.

Everybody has exactly the same amount of time every day. What I say to business owners when you're starting out, if you haven't got the money then you must give it the time and do marketing strategies that are free or very low-cost. You can't go and spend loads of money on marketing if you haven't got it. And I see business people start out with a certain amount of cash and they're going, "I want to run a TV campaign or a radio campaign", and that's great if you've got the budget but most businesses when they're starting out don't have the budget. And I say use time. Utilise your network of people, utilise your strategic alliances, utilise your family. I get my family handing out business cards and promoting my business because they love me, they want me to succeed. John, my partner, he promotes my business, that type of stuff all adds up if you continue to do it on a consistent basis.

Look for those marketing strategies that are free and low-cost and really work them hard. Do what you can do with the resources you have within your business. And if all you have is time, utilise that to a hundred and ten percent and when you think about what did I do in the last hour, was that hour utilised in getting me out there and getting me closer to earning some money in my business.

That's my two things today, money or time. Most of us don't have money so utilise your time to make sure you're growing your business at a rapid rate. If you would like more information on working with me more closely, please go to the link attached to this video it is oneononecoaching.sharonjurdevents.com.au. Please go to that link. It will give you all the information about working with me more closely one-on-one and I



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hope that you will reach out to me and I hope that we can work together in the future. I'm Sharon Jurd and I will talk to you very soon.