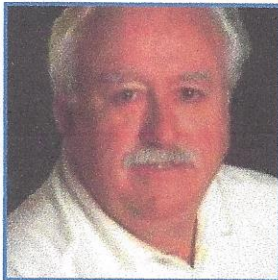


A message for first time Entrepreneurs by Robert M. Donnelly

By [Evan Carmichael](#) on July 21st, 2013



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Robert Donnelly is a Platinum author on [EvanCarmichael.com](#) – to view his articles click [here](#). We asked him for What message would he give to first-time entrepreneurs? here's what he said:

Entrepreneurs are typically long on ideas, but short on cash. In addition, they usually do not have a well thought through and written plan for their new business. The result most often is that the precious cash that they have is quickly spent on the least critical aspects of their start-up, and they fail.

You would think that anyone starting a new venture would have a plan right? **Wrong!** Even more importantly, they should have done a break-even analysis to determine how they are going to sell enough to just break-even on their investment.

Planning is relatively inexpensive done on paper, or a computer. Likewise, there are a plenty of business plan development software packages, and even some simple Apps.

The process of utilizing these guides is that it is a powerful learning experience for any would-be entrepreneur, and can save them from themselves, as well as the precious cash they have to invest.

Let's review the basic break-even exercise questions:

- What do you have to acquire to get ready to start your new business before you sell anything?
- How much will all that cost – make a list?
- What specific products or services will you be selling? At what prices?
- How much will it cost to develop each product or service?
- Who (what specific customers) will you try to sell your products to? Profile them.
- Who (what competitors) are selling similar products?
- What is better/different about yours versus theirs?
- Why should a customer buy yours versus theirs – what is your unique value proposition?
- How will you market your new business and how much will that cost?
- How many/much of your products/services do you have to sell to cover all the costs and expenses you have identified above – each week, month, or year, just to break-even?
- After thinking about all of the above – is your new venture feasible? That is – can you make any money?

About Robert:

Robert M. Donnelly is the author of: [Guidebook to Planning](#) - A Common Sense Approach, an educator: Professor of Entrepreneurship & Innovation at Saint Peter's University, and a brand builder and marketing expert. His new book: [Personal Brand Planning for life](#) is a guide for anyone who needs to develop their own personal brand to market themselves more effectively for the balance of their career. Both books are available on Amazon. Bob is also a venture mentor at NYU Stern's Center for Entrepreneurial Studies and TechLaunch, an accelerator for entrepreneurs affiliated with Montclair State University. An entrepreneur himself, Bob has coached/counseled entrepreneurs/founders of growing firms for many years.