Building a business

Five learnings from launching
KLW Marketing.

KLW
MARKETING

#1 Spend time refining the business plan

- Business description (who / what / why)
- Target market and customer base
- Competitors
- Pricing
- Business operations
- Financial forecasting
- Marketing
- Risk analysis
- Future vision

Want some help? Check out PNE Social Enterprise
https://www.pne.org/

#2 Find the right digital tools

- Wix / Squarespace / Wordpress
- Canva (use the free trial to put your brand kit together)
- Workspace of choice (Google / Microsoft...)
- LinkedIn and other Social Media channels (no more than 3)
- Free note taking apps (Notes / Otter AI / Notion / GoodNotes)
- Utilise your SmartPhone when you're starting out

I got a grant from PNE Social Enterprise https://www.pne.org/ which covered 1 year domain, Google workspace and Wix subscription

#3 Have a feedback cycle

- Friends
- Family
- Previous colleagues
- People in your network
- Mentor / Coach

Want some help?
Check out Business and IP Centre North East who offer access to experts in residence https://www.bipcnortheast.co.uk/ (12 hours business support)

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#4 Network

- Conferences (Thinking Digital / Atomicon)
- Festivals (Tech Next / CyberFest!)
- Newcastle University Business School
- Innovation SuperNetwork
- Silicon Mingle
- Startup Community Social
- Whey Ayes and Shine
- Women in Tech North East
- The Mussel Club
- NE1 Business breakfast

Need an intro to networking? Check out Sophie Milliken's podcast episode on Beyond the Bio from Jeni Smith at Net Kno - https://open.spotify.com/episode/0oFOprOcEZyWu1kRatckK0?si=c7b8828059e64831

#5 Optimise the time between billable work

- Have a rest
- Network
- Build out the business plan
- Refine the website
- Business development
- Bulk content creation
- Mentor
- Volunteer

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