

Q & A: What Is the Single Most Important Thing One Should Know Before Launching a Startup?



A: There isn't a simple answer to your question.

Imagine embarking on a kayak trip across unfamiliar territory.

What one thing would you take?

Food, water, warm clothing, camping equipment, cell phone?

Point being, narrowing the answer to one thing is dangerous.

I could cite business maximums, such as find a need and fill it,

but that advice is often misinterpreted.

Skills and aptitudes, knowledge, and values must be compatible with goals.

Critical thinking, a marketing mentor, and financial know-how are key.

Yet up to 85 percent of startups fail, says Gary Bredow, host of the PBS program *Start Up*.

Perhaps the statistic may hold the answer to your question:

Of the startups that succeed, what are they doing that most

aspiring entrepreneurs overlook?

Dee Adams is the author of
Finding Your Niche: Discover...

Q&A: Best Industries for Women Entrepreneurs



Q: Given the Me Too movement and other gender issues, what industries are best for women with dreams of entrepreneurship?

A: In theory, one should pick a field of interest regardless of gender bias within the industry. Identify possible mentors and influencers. Investigate industry problems beforehand and create a strategy for navigating potholes. Otherwise, based on the issues cited in your question, there would be few fields for women to enter.

Check out the following three related links about women and entrepreneurship in specific industries.

C-Span's Book TV with journalist and author, Emily Chang, *Brotopia: Breaking up the boys' club of Silicon Valley*, *Publishers Weekly* article about why women become independent publishers, and Marin Tockman of Dashing Bicycle-Bike Shop, the only female-owned bike shop in the southern US, according to PBS program, *Startup*.

References

Update: And check out the *Get Out There* episode from *Roadtrip Nation*...

~~Three unforgettable segments.~~

<https://www.pbs.org/video/get-out-there-5u6sgy/>

BookTV-C-Span.org/Brotopia

<https://www.c-span.org/video/?440902-1/emily-chang-discusses-brotopias>

Publishersweekly.com

<https://www.publishersweekly.com/pw/by-topic/industry-news/publisher-news/article/73469-the-indie-publishing-feminist-revolution.html>

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<http://startup-usa.com/episodes/season-5/https-youtu.be-jillwUFxgj0-rel-0/Marin-Tockman>

Dee Adams is the author of

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Q & A: Aptitudes and Technology



Q. Does technology and the internet change aptitudes?

A. No, because aptitudes are an innate ability.

What does change are tools used to perform tasks and how aptitudes may be used.

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Q & A: Funny or Unusual Business Ideas



Q: What's the funniest or most unusual business that you have found or thought up?

A. Well, in the funny category that has to be Goat Yoga.

Most unusual was

a segment on *Shark Tank* in which the idea involved mailing messages that were written on potatoes to customers.

I still don't understand that one.

A shark supposedly funded the idea!

The most unusual idea that I thought of was inspired by the Bulwer-Lytton comical fiction writing contest.

The idea was to start a humorous business contest in which contestants would submit a wacky idea with a two sentence pitch.

The funniest most ridiculous submission would win a cash prize.

I thought the contest would be a great idea and fun way to promote *Finding Your Niche*, but I quickly dropped the idea when a veteran business counselor said that the marketplace would associate my book with wacky ideas.

Dee Adams is the author of

Finding Your Niche: Discover...(Which has absolutely nothing to do with wacky business ideas.)

Q & A: What Aspiring Furniture Designer Should Know



Q. Recently, co-hosts on *The Talk* discussed the sale of George Clooney's Tequila company for one billion dollars. The topic was entrepreneurial aspirations. Sara Gilbert of *Roseanne* fame was revealed to be a talented furniture designer, apparently researched the possibility of starting up such a venture. What advice would you have?

A. Saw the show and got the impression that Gilbert found the requirements for launching a furniture design and production company complicated and daunting.

,The takeaway from George Clooney's success should focus on how he and his partners set up their business model. Since the tequila company was a leisure pursuit initially, the pressure to start and run a business was not part of the

equation.

Gilbert likely has the structural visualization aptitude and may need a business with a tangible hands-on element versus a business dealing in abstract ideas, according to experts in the field of aptitudes research.

And should spend a lot of time researching dos and don'ts for her aptitude pattern and then design the business model based on that information. Note that many people do not have the structural visualization aptitude, which is the ability to visualize ideas.

References

The Talk. CBS.com

http://www.cbs.com/shows/the_talk/

Forbes.com

<https://www.forbes.com/sites/taranurin/2017/06/22/investors-doubt-george-clooneys-tequila-is-worth-its-1-billion-offer/#643bc3e024ea>

Johnson O'Conner

Research Foundation

Jocrf.org

Smithsonian Magazine.com

Sam Malone Famous

for His Rocking Chair

<http://www.smithsonianmag.com/smithsonian-institution/famous-his-rocking-chair-sam-maloof-made-furniture-had-soul-180958943/>

Dee Adams is the author of

Finding Your Niche: Discover...

Q & A: What's Your Favorite TV Sitcom Episode Featuring Entrepreneurship?

Q. What's your favorite TV sitcom episode about entrepreneurship?

A. Probably *The Honeymooners* episode lands in first place. But for a real world look at the challenge of finding a business idea that works, check out the *Saved By the Bell* episode about a group project for economics class. Friendship bracelets and Buddy Bands was the idea dreamed up.

References

Which Buddy Bands Salesman are you?
Trivia Happy.com

Dee Adams is the author of
Finding Your Niche: Discover...

https://www.youtube.com/watch?v=7Iv_zHJY2dM

Q & A: Financial Literacy for Entrepreneurs



.Q: What resource would you recommend for teaching beginners about money matters in business?

A: The answer would depend on several factors. There is no one size fits all resource. But here is a link for a C-Span Video *The Reckoning*, by an author and professor of the history of accounting.
<https://www.pinterest.com/pin/559713059924893504/>

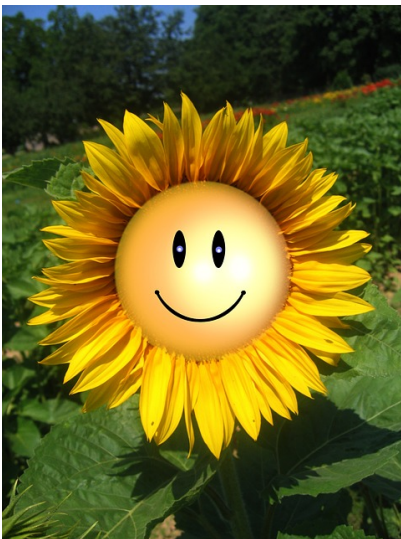
Now if your eyes just glazed over, you may be surprised.

The Reckoning is a fascinating historical overview of American and European society and accounting related issues in the 21st century. Using the information from

the talk to research antiquarian
hops for teaching materials of different
eras as a start.

Q&A: Breaking into the Greeting Card Industry

Q: What kind of greeting cards might a new artist
consider offering to card companies?



A The Web has affected this industry with a

sizeable shift to e-greetings instead of traditional snail mail

For starters, the Greeting Card Association.org has a tip page.

Create a strategy that involves spotting and forecasting significant trends in the marketplace that will inspire ideas for innovative cards that people will want to buy to give to someone else. For instance, questioning a veteran seller in an upscale California city recently revealed the following insightful market research:

There's a need for more diversity in greeting card imagery. People of all ethnic groups, and that includes Europeans, keep asking for cards featuring diverse racial groups in the illustrations.

We feature many local artists and our customers like that, but so far we can't find designs that caters to the many requests we get. At one point, we brought in a line of African American cards but they were all Bible verse themes...and didn't sell well, said the seller.

Note that the response above came from a greeting card shop in a small semi-suburban city, and the demographics are multicultural but overwhelmingly European and offers a rich source of ideas for an artist with an avid interest in multicultural issues.

What other ideas might be sparked by targeting established shops in other areas?

Your learning style, skill set, aptitudes, knowledge, and marketing street smarts may mean using methods other than questioning to find ideas for successful cards.

Check out the eye-opening 1996 *LA Times* article on

millionaire greeting card artist Sandra Boynton and how she finds her ideas.

References

Greeting Card.org

<http://www.greetingcard.org/AbouttheIndustry/WritersArtistsTips/tabid/80/Default.aspx>

LA Times.com

http://articles.latimes.com/1996-03-19/business/fi-48835_1_card-designer.

Dee Adams is the author of *Finding Your Niche: Discover...*

[Niche eBook](#)

Q and A: How to Find Success in the Food Truck Business

Q: I live in India and plan to buy a food truck

with several friends. People are making money selling food. What can I do to ensure success? I am an educated person and have been a tech long enough.



**A. Highly competitive business... like the Indian Ocean is moist.
The easier it is to enter an industry,
the more challenging it will be to succeed.**

Since you have no experience in the business, step back and study the marketplace thoroughly. For example, profiling the competition, and learning how to market a food truck

professional menus and buying a truck will not be enough

Even those with previous restaurant experience find that operating

a food truck is much harder than they thought it would be.

Key Questions and Issues Include:

Be sure that you have or can acquire the training, knowledge and skill set necessary to succeed in the industry.

1. Have you spent a lot of time in your spare time watching the

work day routine of trucks that you choose to observe?

2. What will you do if one or more friends decide to walk away?

3. What tasks and activities will you be responsible for? Will you want

to do so day in for more hours than you anticipate?

4. Identify what exactly you dislike about your current position

Be aware that your dislike of your current job may play a major role in causing you to act in haste.

References

India Times.com

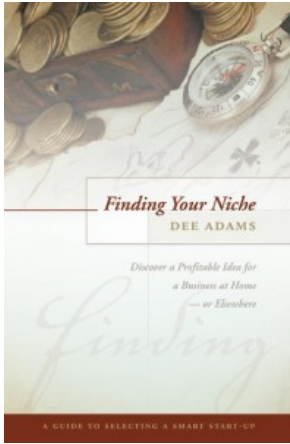
<http://ti.com/o7hr8tp>

Kqed.org

The Chairman Food Truck

<http://ww2.kqed.org/checkplease/tag/the-chairman-food-truck/>

**Dee Adams is the author of
Finding Your Niche: Discover...**



[Niche eBook](#)

Best Tech Field For An Aspiring Entrepreneur: Q & A

Niches in the Tech World



Q: What area of technology do you think has the best chance of success for an aspiring entrepreneur?

A: Two answers:

1. It's the area in which you spot a problem that people will pay for...

A problem that you can solve with zeal and savvy using the ideal skill set.

2. All startups in the technology industry, regardless of what the idea involves, share a common issue in the Internet age...: cyber security...

Dee Adams is the author of [*Fi nding Your Niche: Discover...*](#)

References

Network World.com

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About the

[Cyber Security Skills Shortage.](#)

[Inc.com](#)

Hot Tech Trends

Coming Your Way in 2015

[Linkedin.com/ Pulse](#)

The 25 [Hottest Tech Startups](#) to Watch For