



# NEWS RELEASE

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## Top Ten New Year's Resolutions for Business Start-Ups

(Santa Ana)—Kari Caldwell Irwin, director of the Institute for Women Entrepreneurs (IWE) in Santa Ana, CA, and the institute's business consultants offer the following resolutions to help entrepreneurs get a leg up on the New Year:

1. **Connect with community resources to help your business succeed.** These include non-profit and government resources, professional associations or a mastermind group.
2. **If you don't have a mentor, find one.** Professional associations are a great source, as well as LinkedIn and in-person networking.
3. **Update your business plan.** This is a great time to strategize fresh ideas for your business including how you plan to acquire new customers and improve your customer service plan. And, if you don't have a business plan, this needs to go to the top of your list.
4. **Assess the technology you are using to ensure that it is adequate for your industry and business model.** The older your computer system is, the more likely it is to crash or function too slowly for your needs.
5. **If you already have a blog, plan its content for the New Year. If you aren't blogging, now is the time to start.** To find out how to start, there are a myriad of online resources including mashable.com.
6. **Plan to do something today that will have a positive impact on your financial picture.**
7. **Set up a system to accurately identify your costs and track your sales.** If you already have a tool that does this, congratulations!
8. **Check your required business licenses and permits and make sure they are current.**
9. **Protect your business ideas and inventions.** Determine whether you need to obtain a patent, copyright or trademark.
10. **Make plans to network often during the New Year.** Do it regularly both in person and online.

### About the Institute for Women Entrepreneurs

*The Institute for Women Entrepreneurs (IWE), an economic development program of the Rancho Santiago Community College District Foundation, broadens the reach of business training and consulting to help women start, grow and expand their small businesses. The IWE supports local businesses through one-on-one business consulting services, key business workshops geared to the needs of women entrepreneurs and network-building opportunities. While welcoming men to its programs, the IWE caters to the needs of women entrepreneurs. The IWE is funded in part through a cooperative agreement with the U.S. Small Business Administration.*

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