

## Starting Up? Insights From Small Business... For Small Business



(NAPSA)—Every year more than half-a-million people choose to indulge their entrepreneurial instincts and start their own businesses.

According to the Small Business Administration (SBA), there are more than 20 million small businesses in the U.S. The most recent data indicates that small business created all of the new net jobs in the U.S. from 2000-2001.

Once a budding entrepreneur has done the due diligence, filed the appropriate paperwork, and secured a business license, the real work begins. That's when many wonder what they've gotten themselves into.

The "deer-in-the-headlights" expression is familiar to people like The UPS Store franchisee Mary George. "As a small-business owner myself, I can relate," says George. "Because I've been there, I can use that experience to help my small-business customers, many of whom are just setting up shop."

George recommends obtaining a business address by signing up for mailbox services at a place like The UPS Store or Mail Boxes Etc. "That way, if you're running a business out of your home, you don't have to give out your home

address," she says. "Unlike a P.O. box, you have an actual street address for your business, which conveys a more professional touch, and you can receive packages from any carrier."

Another important lesson George learned is that time is money. "Convenience becomes even more critical when you're self-employed," she says. "One-stop shopping isn't a luxury, it's a necessity."

George's customer Cinda Orr, who owns two small businesses, Scorr Marketing and Princess Posy, couldn't agree more. "It has been invaluable for me to have a single point of purchase for everything from shipping and document services to packaging and office supplies," she said. "I also appreciate having a house account which helps me keep track of my expenses."

George adds that many of her small-business customers think of her team as their personal staff. "We know them by name and try to anticipate their needs—and they don't have to put us on their payroll!" she says.

If you're considering your own small business, helpful information can be found on the Internet at [www.sba.gov](http://www.sba.gov) or [www.score.org](http://www.score.org).