

New Reality Show That Helps Small Businesses Succeed

(NAPSA)—Sometimes a small business—such as Krispy Kreme, Starbucks or Apple Computer—can take off and become a big success.

The factors that can separate the winners from the losers, the contenders from the pretenders, in the business world—such as image, branding, and merchandising—are the focus of a new show on TLC.

The show, called “Taking Care of Business,” tackles small business troubles in a big way, and sends a team of business experts—equipped with fresh ideas and plenty of inspiration—to identify problems, turn things around and help businesses live up to their best potential and their owners realize their dreams. The 13-episode series, sponsored in part by Visa Business, airs Saturdays on TLC, from 10 to 11 PM ET/PT.

Viewers will get to watch the “dream team” examine all aspects, from location and product offering to marketing and customer service, and present concrete ideas to help businesses be their best.

The “Taking Care of Business” team offers these tips for small business success:

- **Energize.** Be alert, informed and enthusiastic, especially in front of customers.
- **Communicate.** Learn how to communicate with employees and



The latest spin on reality TV is a program that reveals the secrets of small business success.

customers. Advertise your business—get the word out any way you can.

- **Express yourself.** Every business is a reflection of its owner. Express who you are in your appearance and the design of your business.
- **Specialize.** Odds are you can't compete with large multinational corporations, but you can compete in your niche. Discover your niche and then deliver on your business promise by doing it better than anyone else.
- **Plan.** Look at the big picture and understand your competition as well as you can. Create more than one revenue stream if you can—and make sure you have Plan B if things don't work out. Small businesses to be featured in the series include an internet café, an outdoor sporting goods retailer, a barbershop, toy store and many more.