

# Startup Professionals April Summary



Selected ideas and assistance to entrepreneurs and startup founders in finding business ideas, funding, executive mentoring, and business networking to incorporate a business, file patents, add an advisory board, and address operational issues.

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## Greetings!

Thank you for your ongoing interest in the activities of Startup Professionals.

To give you some insight into our areas of interest, our background, and our expertise, I am providing below the abstracts for a small selection of popular articles that we and others published during the month just ending. Please feel free to click on the link at the end of each to access the original entire article on the Internet.

Also feel free to contact me directly if you have any questions or comments.

Marty Zwilling

A handwritten signature in cursive script that reads "Marty C. Zwilling".

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## 7 Strategies to Create Long-Term, Sustainable Team Engagement

Based on my own long experience in business, team satisfaction, engagement, and productivity continues to be a challenge. According to consistent feedback over the past several years, even in the best companies, employees seem stuck at less than 40 percent happy and "fully engaged." That's a huge opportunity for productivity in your business, as well as your team well-being. ([More...](#))

## 10 Tactics To Shorten Your Race To Cash-Flow Positive

As I'm sure you are aware, surviving that first couple of years as a new business is a huge challenge, waiting for cash flow to turn positive. In my experience as a business advisor and occasional investor, many of you won't make it that far, succumbing to the high costs of getting those first customers, funding an initial inventory, and building an operational support process. ([More...](#))

## Why Most Startups Fail, and How to Avoid a Similar Fate

Almost every entrepreneur and new business owner I mentor is certain that his/her idea has a very high probability of success, and all find it hard to believe that ninety percent of startups ultimately fail. They always ask me for the key reasons that other people fail, but because I've seen so many different situations, I'm have been reluctant to generalize the failure patterns. ([More...](#))

## How To Quit A Job Professionally (Gary Vaynerchuk)

People say "winners never quit and quitters never win." Actually, I think there's a great argument for quitting the shit you're not good at, or the shit you just downright hate. For many people, it's their boring, unexciting, dead-end job. This is not me bashing 9-to-5 jobs. In fact, I think they get a bad rep. ([More...](#))

## 9 Key Points You Need to Hit in Every New Business Pitch

As a long-time advisor to entrepreneurs and occasional angel investor, I often see and hear innovative product pitches that sound exciting, but are missing one or more of the key business elements that investors deem critical for funding consideration. We all hate to see your proposal rejected, when a bit more effort and homework could expedite your startup funding and rollout. ([More...](#))

## 6 Keys to Attracting Customers Based On Social Needs

As a logical and data-driven business advisor, I have long focused on facts, technology, and quantifiable pain in guiding entrepreneurs. Yet, these days, I am seeing overwhelming evidence that customer buying decisions, especially with consumers, are often based on emotional and psychological factors, including passions from others, your experience, and social relationships. ([More...](#))

## 6 Keys To Finding The Right People For A Winning Team

If you are a new business owner or entrepreneur, you are likely to be creative and willing to take a risk, and you probably assume that most potential team members have the same mindset. Unfortunately, the reality is that not everyone has that mindset, and one of your toughest jobs is to find the right hires to make your business a success. ([More...](#))

## Bad Company (Seth Godin)

The arc of institutions, including governments and corporations, particularly public ones, bends toward short-term thinking, bullying, anti-competitive behavior and laziness. The antidote is persistent vigilance and heroic leadership. The organizational math is compelling. When a toxic employee shows up, it might be easier to simply work around him. ([More...](#))

## 7 Surprising Things Successful Leaders Stop Doing That Make Leadership Easier (Dan Rockwell)

Don't... #1. Stick to your guns no matter what. Some of the most important priorities in leadership concern choosing things to fight for. You live a small lonely life when you always stick to your guns. #2. Resist authority. You're little more than an upset toddler if everything has to go your way. Learn how to disagree and row-with at the same time. ([More...](#))

## 7 Reasons Many Owners Fail To Focus On Systemization

In my experience, one of the biggest mistakes I see you make as a startup or new business owner is to create a business that is totally dependent on you. That means you are the only one who knows how the business works, you make all decisions, and progress grinds to a halt when you are away. That may make sense on day one, but it will kill you and the business over time. ([More...](#))

## Can Your New Venture Pass The Scrutiny Of Investors?

If your startup is great enough to get a term sheet from angel investors or a venture capitalist, the next step for

the investor is to complete the dreaded due diligence process. This is the last step of the process, where surprises in the evaluation of the management team, documentation, and personnel problems can derail the investment. ([More...](#))

## 5 Perceptions On How Many Business Friends Are Enough

The Internet and social media have totally destroyed the meaning of the word "friend" and even changed it from a noun to a verb. On Twitter and Facebook, many young people follow hundreds of friends before age twenty, all without ever having physically said or heard a word from most of them. Facebook users with "whale" status (5,000 friends), are not even rare any more. ([More...](#))

## The Vision Thing (Fred Wilson – A VC)

A well-known entrepreneur turned VC, who will go unnamed because I am not sure he would want me to share this conversation publicly, once told me "if you remove a founder, you must sell the company within a couple of years or it will start to decline in value." I don't entirely agree with that and my experience with it has been different, but it brings up an incredibly important topic about leadership. ([More...](#))

## 5 New Venture Mistakes That Can Cost You The Business

Although every startup is unique, there are certain common avoidable mistakes that can lead to legal complications which jeopardize the long-term success of the business. I'm not suggesting that every startup needs a lawyer, but you should definitely pay attention, and not be afraid to consult legal counsel if any of these raise qualms for you. ([More...](#))

## 10 Ways Leaders Must Change As The Business Matures

Entrepreneurs often have formidable technical expertise, key to developing a new product or service, but a great naïveté in management skills. They run into difficulty when their business reaches the \$1-2 million annual sales range, or their employee count exceeds 5-10. It's here that entrepreneurs must shift their thinking from tactical and operational, to strategic and managerial. ([More...](#))

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*Marty Zwilling is the Founder and CEO of Startup Professionals, an Arizona-based company which offers startups a range of offerings and consulting services. He has been a member of several angel investor groups, and served on many startup pitch judging panels. He is a mentor to aspiring entrepreneurs through Embry-Riddle University and the Forbes School of Business, and has done guest lectures on entrepreneurship in various MBA programs. He is also on the Advisory Board of a several startups, and has an extensive technology background with IBM and other large and small companies.*