

# Leif Jensen and Associates

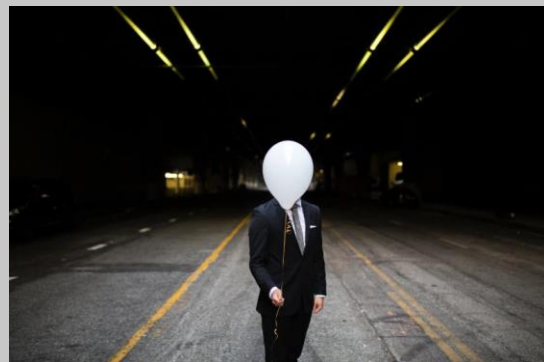
Solutions Based Consulting & Certified Public Accounting Firm



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## Getting Started

If you want to start a business but don't know where to start, don't worry...you are not alone. This is not a unique situation. We have had appointments where we have discouraged would-be business owners from getting started, others have great ideas and will not get started. Then there are the times where we redirect them



to start just a side business to test the waters.

Given the new economic reality of our time, more people than ever before have found the "job" they thought was waiting for them doesn't exist. My kids have explained that they believe the world is changing so rapidly that they and their classmates see nothing but a blurred future.

Others have come to the conclusion that they would rather create work they love, constructed to fit with their own life goals. No matter what the motivation is to be your own boss, you can start today. The current business environment of part-time and freelance is helping to shape this work as well.

For help clarifying your desires give us a call so we may assist you in creating your new opportunity.



## How big do you want to grow?

Size does matter to some. There are those who become **entrepreneurs to be world class**, the best of the best, leaving all others in the dust. Then there are those who want to basically create a job for themselves to **cover their bills** and provide for their families.

Yes, I am describing two extremes here. Learn about the 5+ must haves for either extreme. Then decide who you want to be!

If you chose to be one of the former you need to have the following:

- Know what you do that you are the best in the world at what you do

- Have a product or service that you invented and control
- Preferably something patentable for an isolated market segment
- Creating a unique user experience
- Then a branded concept that can be marketed

The latter tend to: Be one of a large crowd in what they do

- Work a product or service they didn't invent
- With a formula they didn't invent
- Or a delivery method they didn't invent
- Not a patentable or unique user experience
- No isolated individual market segment
- No branded concept

So how big do you want to become? Which list actually defines your business or concept? If you need help modifying your give us a call for assistance.

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## This month...

July 1963, Zip codes were introduced for US Mail  
July 1971, The Post Office Department (1792-1971) became the United States Postal Service

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## Featured Client



Klick It Marketing is a marketing agency owned by one of my client's, Kari-Ann Ryan. If you read the above blog article about "Getting Started", then you will understand that Kari-Ann is one of those clients of whom the conversation in my office was addressed over and over and over.

Klick It Marketing focuses on Social Media Implementation, Training and Management. Kari-Ann is also a certified business partner for Constant Contact E-Mail Marketing where she trains, supports and manages over 25 different company's e-mail marketing accounts.

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