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MARKETING DIRECTOR HELPS LAUNCH 20+ BUSINESSES IN 4 YEARS

**STARTING UP IN A DOWN MARKET,
“NEW BUSINESS START-UP” WEBINAR HELPS ENTREPRENEURS**

Santa Clarita, CA – 10 February 2009 – Addressing a group of entrepreneurs, “Marketing Director for Hire”, Jeff Tyler made a bold statement: “The bottom line is this. Starting a business during a recession is probably one of the best choices you can make. Heck, if a small San Francisco, CA bakery losing \$20,000 a year can stop, plan during a recession and turn its business into the \$200 million ‘Clif Bar’ business . . . then anything is possible.”

According to "USA Today," a recession may be the best time to start a new business. Many famous businesses, such as Microsoft and Disney, began during a recession. With careful planning, a bit of research and frugality, you might discover that a recession is the time to launch your dream. “But despite these challenging economic times, developing a solid written plan first is the key”, claimed Jeff Tyler, Marketing Director for Hire.

"Starting a business in a recession is like vacationing in the off-season. It's a little less crowded, and everything starts going on sale." Eric Ryan, 27-year-old founder of Method Home Care Cleaning Products (Achieved \$71 million in sales by his fifth year after a new business start-up.)

Consider this, during recessionary times, a new business has unprecedented access to essential assets:

- **Top Talent** - a broader range of top talent willing to work for very reasonable pay.
- **Equipment** - discounted or auctioned equipment is widely available.
- **Office Space** – vacancy rates are up and rent terms are already value-priced or often negotiable.
- **Access to Larger Manufacturers** - who are delighted to do business with smaller companies. (Would that happen if they hadn't been worried about their own sales at the time?)
- **Bartering** (to preserve working capital) - vendors are much more open to bartering; existing businesses are looking for ways to put excess capacity to use and are more willing to work with you.
- **Resources** - online bartering exchanges, such as BizXchange (bizx.com), have listings for a vast range of available resources and services, including IT support, logo design and printing.

“These economic times call for adaptive and creative business leaders to deliver a clear vision of what can be achieved”, says Jeff Tyler, “Talent that can drive the business forward with vision and a keen sense for detail . . . to start planning for growth of the company’s future . . . to start innovating to contribute to profits!” Tyler has helped plan over a twenty successful new business start-ups during the past four years, including a:

- Commercial Cleaning Service
- “Gourmet” Optical Retailer
- Boarding Kennel for Dogs
- Custom Window Covering Retailer
- Sign Company & Printer
- Construction Company
- Cabaret Entertainment Company
- Property Investment Firm
- Electrical Contractor
- Corporate Training Company
- Mobile Car Wash Service
- Automotive Repair Center

However in contrast to these successes, most companies only *respond* to market conditions rather than *plan* for them, thus leaving their future up to chance. Instead of planning, many U.S. small businesses lack such a vision and only *long* for change or business growth. Unfortunately, these small businesses pursue growth by working even harder IN the business . . . working and waiting, waiting and working . . . never considering the connection between where the business is today and where it is going. Although such business owners are typically very good at their profession or trade, day after day they fight the same battles doing it in the same way as before. Working even harder in the business is their general response to most market conditions, particularly in this current recessionary economy. Relying on luck and speed are the norm. Thus, growth and the company’s future are left primarily to chance. For this typical business owner, the product is the business.

Rather than respond to market conditions, an astute entrepreneur realizes the opportunity to plan for market conditions . . . in other words, rather than work in the business, the entrepreneur sees opportunity through working on the business instead. In comparison to the small business owner, the entrepreneur realizes that successful businesses know that someone else will always be luckier, faster, or have better reflexes to respond to market conditions. Thus, in response to market conditions, the entrepreneur plans for growth and the company’s future. For the entrepreneur, the business is the business.

These entrepreneurs evaluate the connection between where the business is today and where it is going, then plan for the desired future. Only then can the entrepreneur work ON their business, spending each successive day moving the business closer and closer to the plan of where it should be . . . instead of leaving their future up to chance. Remember, starting a business during a recession is probably one of the best choices you can make.

JEFF TYLER – E2 Small Business Adviser – Over 20 years building brand identities, Intellectual Properties, New Business Start-ups, and Marketing Management with experience proven and honed at Black & Decker, Nestlé, and Fortune 500 marketing departments, yet balanced by practical E2 & L1 small business experience in:

- Profit & ROI Enhancement
- New Business Development
- Business Planning
- Product Launches
- Corporate Risk Reduction
- Innovative Problem Solving
- Strategic Planning
- Business Start-ups

Jeff has coached senior management at major corporations (Chevron-Texaco, Ericsson Telecom, Teradyne and Circon Corp.) and UK entrepreneurs in advanced marketing and sales principles essential for profitable business.