

Business Opportunities

Tips for Small Business Success

(NAPSA)—Starting a small business is no easy task—but you can get help. Many who don't, fail in their first two years of operation.

Fortunately, there's the Americans for Financial Security (AFS), a national association dedicated to helping entrepreneurs realize their own definition of success. For small businesses to succeed in today's competitive marketplace, the AFS recommends:

- Start a business you will enjoy.
- Have some experience or background in the business you start.
- Know the financial demands of both the business and your personal needs.
- Develop a good business plan.
- Establish a good routine of financial reporting practices.
- Commit at least 25 percent of your time to marketing.
- Never stop learning. Continue to educate yourself by reading, attending college courses, seminars, and small business groups.
- Meet with other business people regularly (at least weekly).
- Don't be afraid of risk, and most of all, don't be afraid to succeed.

AFS offers its members a comprehensive package of benefits to help them aspire, focus and succeed in their businesses including free access to professional business consultants. For more information, call 1-800-492-1016 or visit the Web site at www.afswebsite.org.