

SMALL BUSINESS NEWS AND NOTES

Toughing It Out With Tech Tools Of The Trade

(NAPSA)—Even during a tough economy, an increasing number of North Americans are striking out on their own to form businesses.

According to U.S. Census figures, more than 10 million Americans are now self-employed. And business coach Fiona Walsh says many more have started small businesses on the side while keeping their full-time jobs. She offers entrepreneurs the following advice:

Starting Up In A Down Economy

Percentage of top U.S. companies
incorporated into business during
a recession year:

Top 10 companies	70%
Top 25 companies	64%
Top 50 companies	52%
Top 100 companies	43%
Top 500 companies	36%

Source: Gary Beach, publisher emeritus of CIO magazine.



- Have a clear idea of what your business offers and how your product or service differs from others.

- Write and follow a business plan.

- From day one, utilize technology as a support network that helps manage invoices, operations, customer relationships as well as improve visibility. For instance, Sage helps businesses across North America with ACT! Contact Management and Peachtree Accounting, along with Simply Accounting in Canada, as well as online resources including Sage Spark.com, where you can blog with Fiona, and MyBizCounts.com.

For more information, visit www.sagenorthamerica.com or call (866) 996-SAGE.