

Download Ultimate Small Business Marketing Guide

Every single small business owner, at any stage of the business lifecycle, needs goals to keep moving forward, get them motivated to do more, and maintain success in their businesses. This is part 5 of a 7 part guide on how to start a small business. This lesson will cover whether to hire employees vs independent contractors for your business and the rules and regulations that are involved. Coupon advertising has been a staple for businesses for a very long time. These days it has evolved into more than just cutting along dotted lines in newspapers and magazines, yet it remains an indispensable tool to attract customers and create a real “buzz” for your marketing campaign. If you're just getting started with local SEO, your Google My Business listing is a great place to focus your early efforts. After all, when people search for a product or service near them, they're usually very close to making a purchase -- one in two people who conduct a local search (think "watch repair near me") visit a store that day. So it's important the information about your business ...