

Okay, I earned my license -

WHAT DO I DO NOW?

OVERVIEW

- ✘ Deciding to start your own company
- ✘ Getting started
- ✘ Keeping it rolling

PART I - MAKING THE DECISION

- ✘ How do I get started?
- ✘ How do I plan to get clients?
- ✘ How much business knowledge do I have?

DECISIONS

- ✘ To start my own company
 - + Where do I start?
 - + When do I start?
 - + Who are my clients?
 - + Where are my clients?
 - + What is my niche?
 - + How many clients do I need?
 - + Where will I get the money?
 - + Do I want or need a partner?
 - + Am I really ready for this?

WHERE DO I START?

- ✘ Topics you need to consider
 - + Location
 - ✘ Do I work from home or acquire office space?
 - + Physical
 - ✘ Is my body ready for this?
 - + Emotional
 - ✘ Am I ready for this? Is my family ready?
 - + Financial
 - ✘ Am I prepared to take on the initial and periodic strain?
 - + Mental
 - ✘ Am I confident in my ability to run my own business?

WHEN DO I START?

- ✘ Moonlighting?
 - + Ethics
 - + What are the consequences if my employer finds out
 - + Non-compete clause with current employer
- ✘ Weekends
- ✘ Full-time

WHO ARE MY CLIENTS?

- + Developers
- + Realtors
- + Contractors
- + Engineers
- + Architects
- + Utility companies
- + Municipalities
- + State and federal entities
- + Schools

WHERE ARE MY CLIENTS?

- × Local?
- × Regional?
- × National?

WHAT IS MY NICHE?

- ✘ Event planner vs. project manager
- ✘ Event planner
 - + Mortgage surveys
 - + Lot surveys
 - + Small boundaries
 - + Topographic surveys
 - + Control surveys

WHAT IS MY NICHE? (CONTINUED)

- ✘ Project manager
 - + Construction staking
 - + ALTA
 - + Subdivisions
 - + Utility
- ✘ Both or other
 - + Engineering surveys
 - + Hydrographic surveys
 - + Survey broker

HOW MANY CLIENTS DO I NEED?

- ✘ Depends on your niche

WHERE WILL I GET THE MONEY?

- ✘ Where can I get startup cash?
 - + Bank loan
 - + Credit card(s)
 - + Second mortgage
- ✘ How much do I need to get started?
- ✘ How much do I need to survive?
- ✘ How long before my first payday?

DO I WANT OR NEED A PARTNER?

- × Go it alone, or with someone else?
 - + Shared responsibility, liability, financial burden
 - + Shared revenue
- × Do I want to offer my clients a broader scope of services?
 - + Engineer, architect, attorney

PART II - GETTING STARTED

- × Insurance
- × Office space and equipment
- × Field equipment
- × Personnel
- × Advertising and marketing

INSURANCE

- × E&O
- × General liability
- × Auto
- × Inland marine
- × Medical for employees

OFFICE SPACE AND EQUIPMENT

- × Square footage requirements
 - + Home office
 - + Flex space
 - + Professional office building
- × Computers and networking
 - + Network - wired vs. wireless
 - + Server
 - + Email provider, web site
 - + telephones
- × Furniture

FIELD EQUIPMENT

- × Used vs. new?
- × Purchase or lease?
- × Robotic or conventional or GPS or some combination?
- × Vehicles
 - + 4WD or 2WD or ATV?
 - + Signage?
 - + Type of fuel?
- × If your equipment looks bad, you look bad

PERSONNEL

- × Finding them
- × Keeping them
 - + Benefits (healthcare, 401K, profit sharing, time off)
 - + Continuing education
 - + Profit sharing
- × other

ADVERTISING AND MARKETING

- ✘ What are some ways to advertise
 - + Business cards
 - + Brochures
 - + Company vehicle
 - + The family car
 - + Donut boxes
 - + Youth sports sponsorships
- ✘ No matter what you are doing, you are advertising for your firm and your profession

ADVERTISING AND MARKETING

- ✘ Marketing
 - + When to market
 - + Who will do the marketing
 - + Direct
 - + Indirect
 - + Website
 - + Sponsorships
 - + Memberships

DAY TO DAY OPERATIONS

- × Contracts
- × Billing
 - + Contingency fees

PART III - KEEPING IT ROLLING

- × Delivery
- × Reliability
- × Service

OTHER RESOURCES

- ✕ The 4Ps
- ✕ Milt Denney's Class