

Business For Nerds

Freelance, Startup and Small Business Resources

Online Tools

Freelance Calculator www.freelanceswitch.com/rates/

Fun Project Quote Calculator <http://devgrow.com/freelance-project-quote-estimator/>
Freelance Calculator www.freelanceswitch.com/rates/

Freelance Writing <http://allfreelancewriting.com/freelance-writing-rate-calculator/>

Research Project Calculator <http://rpc.elm4you.org/classic/> (time management)

Project Calculator (software) by Blue Banana <http://www.bluebanana-software.com/>

Business Plan templates and advice- Small Business Administration www.sba.gov

Books

The Knack: How Street-Smart Entrepreneurs Learn to Handle Whatever Comes Up:
Norm Brodsky, Bo Birmingham. Great Business book with just about everything you need to know in it. **Online:** <http://www.theknack.info/>

Lost & Found - Geneen Roth. Great book more about understanding money and our attitudes towards it than straight business advice.

Watch these Reality TV Shows: (all show entrepreneurs, small business plans)

It may seem silly to recommend watching TV shows, but these shows all deal with either entrepreneurs pitching ideas to potential investors (think VC funding or getting a loan) or attempts at bailing out folks who have gotten their businesses into serious trouble. You can learn a lot if you watch them carefully. **Common themes:** Simple is better than complex; defining your market is critical; differentiating between a hobby and a for profit business; the financials and being realistic about projects of growth are much more important than over-valuation and pie in the sky projections; hiring great people is everything.

Dragon's Den (BBC America)

Shark Tank (ABC)

Gordon Ramsey's Kitchen Nightmares (BBC America)

Tabitha's Salon Takeover (Bravo)

Restaurant Impossible (Food Network)

Ten Things You Shouldn't Forget to do:

1. Have a separate bank account for the business, even if you are just a sole proprietor.
2. Check and see if you need state/city business licenses and if you need to charge tax to customers.
3. Keep REALLY good books- \$ in, \$ out, business expenses, and deductables.
4. Consider getting business liability insurance, as well as health insurance, etc.
5. Submit tax forms (if needed) up front to avoid delays in payment
6. Make appropriate tax deposits to avoid surprises year end.
7. Keep a schedule of work, work flow, along with payment and money flow. If clients don't pay on time, your cash flow may cause you to problems, and you can't always guarantee everyone else will be as prompt as you are.
8. Business Correspondence- emails, etc. Keep it organized, easily retrievable- may act as back up proof in case of a dispute.
9. Consider getting a good accountant and attorney. You need at least one basic contract, and someone to help keep you honest about profit/loss at least once a year.
10. Don't forget you **will** get sick, need vacations, and need help from time to time. Plan and budget accordingly.