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Several Great Articles I Came Across

I was going to write a post today but several articles popped up that I wanted to get to you.

[Small Business Trends](#) had a great article [5 Key Microbusiness Trends](#) for 2009 that should give entrepreneurs hope. The big things I took out of it are:

- Microbusinesses (few or no employees) are going to increase in number. Part of this is due to layoffs. Part is due to needing additional money.
- Companies are going to outsource instead of hire new employees. This should be an opportunity for entrepreneurs who see the gap and fill it.
- Look to health care and fuels / alternative energy for growth. I also want to include education and infrastructure as I see the new administration spending big time in these areas.

At [the Total Package](#) (a great copywriting / marketing blog) Drayton Bird wrote a great article [Yes, friends, it's déjà vu all over again – five pieces of advice for the recession](#). In it he validates my position that it is in times of economic crisis that the greatest fortunes are made. In a nutshell:

- The economy doesn't matter. What matters is *your* economy.
- Cher up: There are so many twits around that even moderate competence should see you through the gloomy times ahead.
- Cut the inessential costs that creep into your business. My <!-- /* Style Definitions */ p.MsoNormal, li.MsoNormal, div.MsoNormal {mso-style-parent:""; margin:0in; margin-bottom:.0001pt; mso-pagination:widow-orphan; font-size:12.0pt; font-family:"Times New Roman"; mso-fareast-font-family:"Times New Roman";} @page Section1 {size:8.5in 11.0in; margin:1.0in 1.25in 1.0in 1.25in; mso-header-margin:.5in; mso-footer-margin:.5in; mso-paper-source:0;} div.Section1 {page:Section1;} --> **corollary** is that you need to make sure you are not making your living on those inessentials!
- Spend a lot of time on your website. It needs to accomplish its intended purpose. Are you looking to sell your product? Is it supposed to drive customers into your sales funnel? Lead generation? Newsletter subscription?
- Study: keep spending time and money on your (and employees) education. You will no longer be able to coast along as average.

Finally, [Young Entrepreneur](#) wrote [The Entrepreneur's Guide To Venture Capital - Recap](#). While I am not a big fan of VC for most companies I know some of you are looking at it. My personal view is to start small and grow using cash flow. That works in most cases but there are business models that are capitol intensive.

You can also find this article published on [Several Great Articles I Came Across](#), and on the tag pages [Entrepreneurship](#).