



**BEACON**  
WEALTH

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## 4 Business Best Practices for Beginner Entrepreneurs and Startups



Embarking on a new path as an entrepreneur or business owner is often overwhelming. You have a lot to learn, you're bursting with great ideas, and there are only 24 hours in a day. To help keep you on track, consider these business best practices from [Beacon Wealth](#). Sticking with the basics can help you zero in, niche down, and find success in your new venture.

**Your Vision, Our Guidance**  
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## Create Separation in Work/Life

Balance is the buzzword, but the key to running a company while living your life is distinct separation. Everything from your finances to your smart devices should be either business or personal, not both.

Create a separate work area at home or head into the office — even if it's a vacation rental or coffee shop. Working at home *works*, but you'll need a complete workstation setup. Depending on your household's energy levels, maybe some [noise-canceling headphones](#), too.

Use [branded social media accounts](#) and your website to handle business needs. If you don't have these, launch them ASAP because using your personal profile for social media isn't a solid business practice. Making your [brand](#) — and its social handles — discoverable is a must, suggests Home Business Mag.

Keep your work separate from your personal life, and you'll be able to disconnect at the end of the day without feeling overwhelmed or tied down.

## Open a Business Bank Account

An important part of setting up your business for success is opening a business account that helps you achieve your long-term financial goals and ensures smooth banking so you can concentrate on the day-to-day tasks of running your business. To find the [best business bank account](#) for your organizational needs, look for one that includes seamless payments and deposits, plus high-yield interest so you can meet your savings goals. Added features like cash flow forecasting and insights, free ACH transfers, and zero monthly fees are more than welcome, as well.

## Plug into Your Community

Whether you own a physical business downtown, work out of your home, or run an online store, connecting with your community is a must. If you're in a city with many other businesses, consider [joining](#) your local chamber of commerce to keep up to date and connected.

For entrepreneurs and business owners operating in the virtual space, seek out other experts in your industry. Connecting in Facebook groups or other online platforms can help you find new ideas, build mutually beneficial working relationships, and more.



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Creating a community with your audience is another vital step in growing your brand. Making customers feel like they're part of your ecosystem — whether you're a service-based entrepreneur or a boutique fashion store — is enormously beneficial for your company's future.

From email marketing rollouts to social media shares, your customers' engagement is a vital variable in the business success equation, so keep them enthralled.

## Don't Stop Marketing

When you're an entrepreneur, your marketing efforts extend to how you operate in your personal time. But even for small business owners with a team of experts behind them, staying on top of your marketing strategy helps position your company in front of interested audiences.

It can be tricky to stay relevant in the fast-evolving business space, but a dynamic and client-centric approach is always a solid strategy. At the same time, [clear brand messages](#) are essential: Audiences need to know who you are, what you stand for, and how you can help them.

Operating a business can be stressful, but it's also one of the most rewarding ventures you could embark on. With the right mindset — and a solid game plan for attracting clients, keeping your finances in order, and marketing your wares — you'll go from novice business owner to expert-level boss in no time.

*As your business grows, it's wise to have a plan to effectively manage your financial goals. [Beacon Wealth](#) is here to help you strategize your financial future. Reach out today to find out more. 973-335-0100*

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