



Starting a New Business: Tips and Guidelines you can't AFFORD to miss out on!
Great referrals and Great deals! Mention Awesome Co, and these companies below will hook you up!

Establish a business name!

Make sure your business name descriptive and memorable! Nothing is worse than a name that people can't remember! If they can't remember your name, they can't refer you. A business name is always your first step before you start a business. Try to make something catchy. The trick here, unless you have a \$100,000 advertising budget is to make something that will stick in people's minds. If you do have the budget for advertising, then it is not a problem to spend that money on brand recognition ads, but most people can't do that, so make something that works!

To register your business name, talk to the Manitoba Companies Office.

Companies Office
1010 - 405 Broadway
Winnipeg MB R3C 3L6
Phone: (204) 945-2500
Toll-free: 1-888-246-8353 (in Manitoba)
Fax: (204) 945-1459
Email: companies@gov.mb.ca

You can even register your business name with the province's Companies Office online at: <https://direct.gov.mb.ca/coohtml/html/internet/en/coo.html>

The Law

If you have a great idea and want to start a business, or if your business is ready to take that "next step", you need to see a commercial lawyer to help you make some important legal decisions.

Will you operate as a sole proprietor, in a partnership or will you start a corporation? Do your products or services carry any potential liability that you need to be protected against? Have you considered your tax consequences of your form of business organization?

Are you protected by contracts between suppliers and customers? What about waiver forms?
Are you trying to raise money for your business?

For questions like these, or even if you are buying or selling your home, or need to estate plan to protect your family, contact **Paul Barsy**, with D'Arcy & Deacon LLP at:

Direct Phone. (204) 925-5366

Email: pbarsy@darcydeacon.com

We used Paul for his commercial expertise and he was great! Services were delivered on time, he was easy to communicate with and has very good pricing considering the professionalism of his services.

Tell him Awesome Co. sent you and see what he'll do for you!

Accounting

Most people start their businesses without thinking about how to set up their books! Big mistake! Don't worry, when we first started, we did it too. It may cost a few bucks to get set up, but for the amount of money and time it will save you in the future, do it now!

You need to know how much money is going in, coming out, and how to set up for taxes, remittances, employee deductions, simple bookkeeping, and even T4's.

Call Kevin at Stewart Accounting services at 990-2825 or visit <http://www.stewartca.ca> . Again he has very reasonable pricing, and good communication with his clients.

We also work with KS Financial. Contact them at 229-5983 for any tax planning, accounting, bookkeeping, business book set ups and so on! They are great to work with as well!

Tell them Awesome Co. sent you and see what they will do for you!

Financial Planning, Group Plans, Employee Benefit Plans, Insurance & RRSP's

Your business needs goals, and so does your personal life. Contact Rishi at 977-8058. He works at Assante Wealth Management and Insurance. He can show you awesome ways to set up your company, how to put away RRSP's to save on your income taxes, how to set up employee benefit plans, and how to save mega dollars! He does it for us and we highly recommend him.

Tell him Awesome Co. sent you and see what he'll do for you!

Computers, Technology & Networking

Need affordable, reliable solutions for computers, parts, accessories, wiring, networking ect? Need solutions to back up your systems, or even secure your information. Your business information should be secure and reliable. Make sure you set this stuff up with good quality parts and a reliable service team.

Protocol Computers sets us up, and fixes any problem we have. They are affordable and very reliable. Give them a call at 415-4263.

Tell them Awesome Co. sent you and see what they will do for you!

Business Communications, GPS, Radios and Cell Phones & Security

Need cell phones? Employee phone plans, GPS tracking for staff? Mention Awesome Co. at SI Wireless/Rogers on Portage and see what they can do for you!

Call Joe at (204) 231-1606

Advertising

Call us!! 786-1166. We can help with many of your advertising needs. Whether its graphic design, ad design, printing, web design, or even video production, we have a full service team in house that is available to help you with anything from business card printing to television commercials. Our prices are very affordable, and we only produce high quality materials. We are going on our fourth year here in Winnipeg and we are very excited with our growth. Don't believe us? Check out our client list! Our team of designers is ready to take on your project. We do any jobs from as small as \$85 to large corporate advertising budgets! We are growing at a fast pace because we have the ability to take anyone on as a client, no matter how big or small. Call us at 786-1166 or set up an appointment for your free consultation.

GOOD ARTICLE on ADVERTISING Do's and DON'T'S

What Advertising Can And Can't Do For You

by [Karen E Hipp](#)

<http://www.insiderreports.com/storypage.asp?ChanID=MR&StoryID=20006156>

Mostly, advertising is misused and misunderstood. A lot of people confuse "marketing" with "advertising." Advertising is a part of marketing, but not the whole thing! The downside of the "misunderstanding" is that small businesses look at this as their only means of getting sales for their business. Many times, the result is miss-spent money with little to show in return.

Advertising can be most effective when you are selling a mass-market product like laundry detergent or coke. However, many small and home owned businesses sell more of a specialized product or services that appeals to a much smaller "niche" market. To understand what can work for you, lets first clear up a few myths about what advertising is:

Myth 1: Advertising is what you have to do to get business.

Advertising is simply the purchase of time or space in order to promote a product or service. There are many other marketing methods available such as publicity, promotions, signage and referral programs that could work better for your business.

Myth 2: Advertising is too expensive for small business.

It doesn't have to be. You can find very cost effective advertising methods through local community papers, classifieds, "zoning" in your main papers local section (to hit certain zip codes only), industry newsletters and small ads that are placed repeatedly in the same spot of the paper. Cable TV can be targeted and cost-effective as well.

Myth 3: There is only one best advertising method.

Just like investing in the stock market, it is important to diversify. You don't want to put all of your eggs into one basket, at least until you find what works best for you. There can be a lot of trial and error, which means that it's crucial to have some type of results mechanism in order to see what works and what doesn't. Sample several approaches all at once, once you have narrowed down the field to those you feel worthy. You will then find the best one or two methods that work for you. This also tells you to avoid any long-term contract with any media outlet until they have been proven a good source. You can even sometimes strike a bargain with a particular media source that you are interested in to allow you to "test" response at a reduced rate.

Myth 4: You only have to advertise on a limited basis.

The success of advertising is all about "frequency." It can take up to 5 times before anyone notices your ad, then 10 or more times before they might act on it. Therefore, you have to have enough money in your budget to test the ad over time. Remember that we are exposed to hundreds of ads a day. As a result, we act like "screeners", filtering out any information not useful to us. So, blowing your advertising budget on one 1/2 page ad in your local paper will surely not produce the results you are looking for.

Myth 5: Advertising does all the work for you.

You can't place your ad, then sit back and wait for the phones to ring. Advertising is not a passive way to get business. The more active you are in promoting your business through a variety of marketing activities, the more effective your advertising will be. Plus, your promotion activities will greatly enhance your advertising efforts. Most ads produce leads from people that are interested. Therefore, you have to have your follow up messages in place. One of the key factors in this is to have your entire staff be knowledgeable of every ad that is placed, where, when and what their response should be. If someone calls to get more information about your ad, but the person who answers the phone knows little to nothing about it, bang. Dead lead. Have your staff be well prepared to answer all questions.

When a Small Business Should Advertise:

- When your target market is reachable by one or more media.
- When your target market is a decent sized mass-market.
- When this is one of the only way you can reach prospects.
- When you are moving into a new market.
- When your budget permits for frequency.
- When you can reach the most people who can and will buy your product or service through cost effective advertising.
- When your competition does.
- When your competition doesn't.

Read more at

<http://www.insiderreports.com/storypage.asp?ChanID=MR&StoryID=20006156>