

How to start a small business

Small business life can be tough but rewarding. You need to begin from the best possible position. Here's how to start a small business in Ireland.

The first thing you need to do

Starting a business in Ireland? Before you open a [business bank account](#), you need to register your company. Here's a link to the [Companies Registration Office](#). You also need to know [what type of company](#) you want to be.

The business plan

A business plan is an indispensable tool for starting, managing and growing your business. A good plan details your business concept, the marketplace and the [money](#) required. Writing a business plan can seem daunting so here's a brilliant, easy-to-use, [free business plan template](#) for the Irish market.



The marketing plan

Marketing should be an integral part of your business plan. It shows bank manager and potential investors that you know how important *sales* are to the survival of your business. [Download it here.](#)

The cashflow planner

Cashflow is the lifeblood of any business. [This free template](#) will help you through the tough times as well as the good times. Don't forget, banks and investors love to see cashflow plans. A

cashflow plan could be the difference between getting an overdraft and not getting one.

Business finance and supports

There are many great supports available, including [small business loans](#), for people who want to start a small business. There are over 50 options for starting and growing in [this definitive guide](#).

How to invoice

Getting the money, you are owed will become a day-to-day obsession with you. Here's how to start with a handy [invoice template](#).

Mentoring and advice

You may need guidance and mentoring as you begin to grow. Here's how to [book a mentor](#).

Cash safety net

As you build you will need a cash safety net. [Here's what you need to know](#).

Hiring the right people

Here is some solid advice on [how to hire a great team](#). You will also need a letter of employment template. [Here is a good one](#).

Advertising and marketing your business

No one will do business with you unless they know about you. Read these [first steps to advertising and marketing](#) your services.



Building a website

You will need a decent website if you are to succeed. Your site is very often the first place a potential customer will visit. First impressions are vital. [Start now.](#)

Selling online

If you are not selling online, you are missing out on the millions of euro people in Ireland spend online each day. Here's a guide on [how to start.](#)

Using social media to build your business

In the social, mobile age, make sure you are active and vocal on social media. Here are [nine ways to increase sales](#) using social media.

Selling and cold calling

As you grow, you will have to become used to cold calling and selling your services. It's not as daunting as it sounds. [Read this guide.](#)

Closing a sale

Closing a sale is an art in itself. Here are some [must-use steps](#) to succeed.

Exporting

If you are in manufacturing, you must consider exporting your goods. It's a complicated process. Read this [first steps guide](#) to exporting.

For more [great small business advice](#), delivered directly to you once a month, you can sign up for the [ThinkBusiness newsletter](#).

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