

Client: Hamilton Bradshaw
Source: Evening Standard (Main)
Date: 20 October 2014
Page: 48
Reach: 887294
Size: 155cm2
Value: 10284.25



HAMILTON BRADSHAW
Investing in people with passion

A few key principles to ease the process of starting a business

**Ask
James**



James Caan

Dear James

I AM a qualified PA and have no experience of drafting a business plan. I worked in the West End for 17 years which is where my passion for shopping started. My idea is to do with retail and shopping. Would you be able to help?
Yvonne James

I HAVE spent 30 years passionately starting and scaling businesses and I made my first profit selling leather jackets to friends at school, so I guess

you could say I have a passion for fashion too!

First, I urge you to download my app, James Caan Business Secrets, for instant access to some of my best tips on starting a business. I created it for people just like you so I'm positive it will be really helpful.

Starting a business is hard work. However, there are always key business principles you should follow. For one thing, make sure you really understand what you can bring to the market because, at the moment, it's clear that you're unsure. Don't worry about being unique – little in business is. You need to work out how to make your service better than anybody else's. Then establish your USP. It's simple: ask yourself "What is going to make the next avid shopper turn to me?" Perhaps it's your background as a PA, perhaps your great attention to detail – whatever it is, make sure it's visible. Use every one of your personal skills to your advantage and most importantly, ensure you maintain your passion, that's the only way to really make it work.

Once you have completed those steps and think you have a great idea,

contact the team at Start Up Loans. The government funded scheme not only offer funding to start up firms, but also mentoring and advice, and as chairman I am immensely proud of our successes so far.

■ *James Caan is offering up to £500,000 to the next Recruitment Entrepreneur. For more information, visit www.recruitmententrepreneur.com*