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HAMILTON BRADSHAW
Investing in people with passion

Ask James Caan: Tired of your boss? Start up your own business

Small business agony uncle on how to go it alone in business. I have been working in recruitment for three years, and I feel as if my career is coming to a standstill. I'm tired of my boss reaping the rewards of my success.

Do you have any advice? I meet a lot of people who, like you, are tired of being in their boss's shadow.

I've spoken before about asking for equity in the business as a reward for long-standing hard work and dedication but if that's not enough for you, I'd suggest you start to think about setting up on your own.

If you're going to do this, you really need to think about the mechanics of running a business and decide whether you're ready to take the challenge - you cannot underestimate the process, I can guarantee it will be harder than you think.

First, you need to be aware of any contractual agreements you have with your present employer.

Once you have the all-clear, you need to think about your business name. Think long and hard about this as rebrands are expensive and painful. Ask yourself what your name needs to portray.

When I first set up Alexander Mann out of a broom cupboard in Pall Mall, I wanted my business to sound sophisticated and we were more established than just me and the Yellow Pages in a windowless office!

Next, size up the competition. What are you going to bring to the market that nobody else is offering? What's your unique selling point?

Then it's time to think about your customers. Before you invest in any marketing materials, you need to be sure who your target audience is.

If you're really serious, contact Recruitment Entrepreneur which can help with investment, mentoring and networking.

This is just the beginning - starting a business is hard work but at the same time, it's one of the most rewarding jobs you can think of. I suggest you download my app for more free advice. For more expert advice, follow James on

www.linkedin.com/influencer/jamescaan

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