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Architect

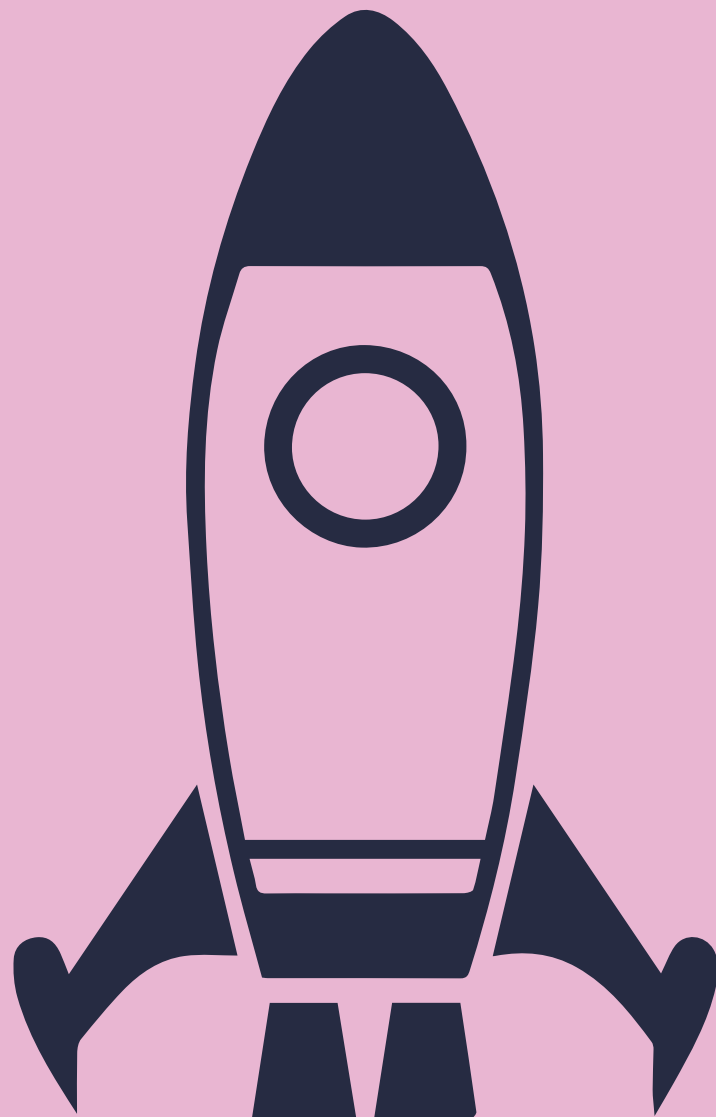
# Lessons *learnt* setting up practice

## # 2

## Introduction

Starting up a business on your own can be *daunting* even if its your dream or passion – we should know because its exactly what we’ve been through!

To save you some precious time, money and stress, we are sharing our top tips for setting up and launching your start up over a series of weekly articles: -



We have  
lift *off!*

You've been busy, in the background you're ready, you have a Name, a Logo, a Website, you've got all the admin and financials sorted, there's nothing left to do now except go for it, get your business out there and launch!

*Great you say, but how do I actually do that?*

Honestly this can be the most daunting part of a start up – until now bringing your dream to reality has largely been achievable behind closed doors and possibly from the comfort of your armchair office! However, now its time to meet and greet your business audience face to face!

## Top Tip:

*\*Go prepared: take a mini portfolio, examples of your work, and clear fee structures.*

*\*Go armed with your business cards and any promotional flyers – give them some to pass on!*

# C a f f e i n e

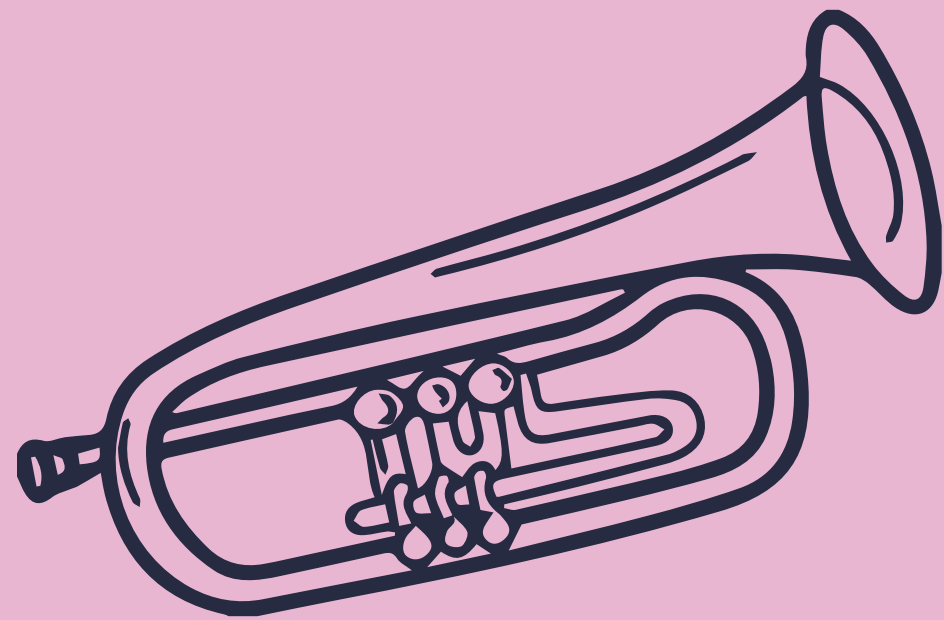
## *r u s h*



Now is the time to be brave and embrace networking, whether in groups or on a one to one basis.

*You are your business's best ambassador* so you need to be sure that you are consistently active in promoting what you do – so make a plan, make lists of contacts pertinent to your line of work, research local business networking groups. Start with your immediate location and over time spread your net wider, reaching neighbouring towns and across the region your business hopes to cover.

It's time to send personal invites for 'a coffee and catch up' to the people you have identified who you hope to work with, who might recommend you or who might want to use you themselves.



N e t w o r k

i n t o

n e t *w o r t h*

*Blow that trumpet* - no one else is going to do it for you, but also be honest, don't overstate what you can offer! It's worth remembering that most people will want to help you and will be excited for you in your new venture!

Networking is not a job that ever really gets ticked off your to do list, this is an ongoing way of business life, so remember to allow some time each week to include it, so that you continue to nurture the growth and reach of your business potential.

## Top Tip:

*Always negotiate on the headline prices shown on an Advertiser's Rate Card and ask for extras such as:*

*\*Free Editorial*

*\*Extra Discount for a Series of Ads*

*\*Reduced rates for last minute advertising space*

A d v e r t i s e

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*A d v e r t i s e*

Advertising is a massive subject and there are so many different ways and places to advertise your business, from billboards to papers, website banners to sign writing your vehicle, locally and nationally, the choices really are huge.

What remains consistent across all advertising though, is what it costs against reach/audience and conversion to actual business.

A good starting point is to look for an advertising method that reaches the areas and or audience you are interested in, then do some research into the costs versus reach.

Response to advertising depends on so many variables, including what your advert looks like and how it is worded. An easy and cost effective way to work out what to put in your ad is to look at other ads within your field to see what catches your eye, ask a few friends for their opinions too, then base your ad around your findings.

If you're not good with design, appoint a graphic designer – this is your shop window and should project the ethos of your business for example professional, efficient, approachable etc.

*The best bet is to keep your advertising on the same scale as your business*, i.e. if your start up is small and local then advertise in a small, local way.

## *Top Tip:*

*To help draw customers in why not advertise a special offer, such as the Free 1 Hour Design Consultation that we are currently offering!*

Enquire for  
a free  
consultation.

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## Next Week

Next week we will post about getting a presence on Social Media, *so watch this space!*

If you've enjoyed this article please do comment and share – we love a repost too just so long as we are credited.

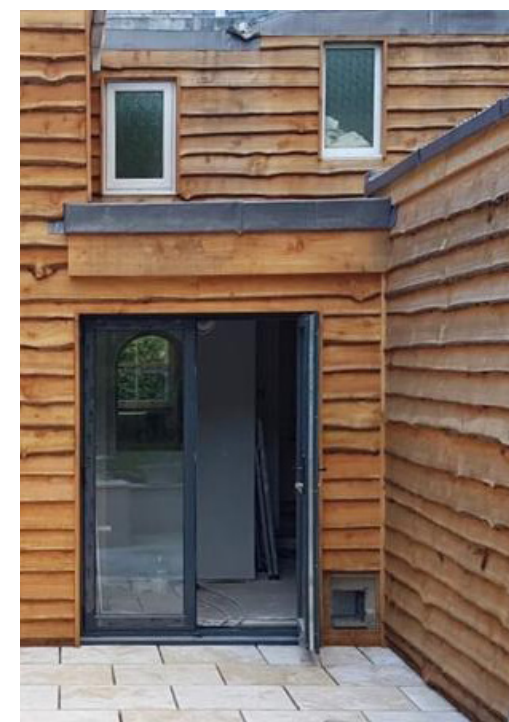


Create *beautiful*,  
considered architecture



Studio *Arkell*  
Architect

*Family-run* studio,  
Christchurch, Dorset



Enquire for  
a free  
consultation.

**T:** 07919 576866

**E:** [info@studioarkell.com](mailto:info@studioarkell.com)

H a n n a h   A r k e l l

A r c h i t e c t

*B A r c h ,   M A r c h ,   A R B*

T: 07919 576866

E: hannah@studioarkell.com

W: www.studioarkell.com