

# Building Your Business Dream Team

[Within Budget]

*Carolyn Kepcher,  
Founder and CEO of Work Her Way*

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## Carolyn Kepcher



Carolyn Kepcher is the founder and CEO of Work Her Way. A high-profile businesswoman, often recognized for her role as an Executive Vice President with the Trump Organization, Carolyn is known by millions for her role on NBC's hit series, "The Apprentice."

Carolyn is the author of the best-selling business book "Carolyn 101," which landed at No. 2 on the New York Times best-sellers list. She also writes the weekly "Your Career" column for The New York Daily News, which addresses business, career and balance.

Carolyn is a regular on the speaking circuit, and makes numerous television appearances.



# Transition to Entrepreneurship

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- Building Your Business Dream Team
  - Legal
  - Financial/Investor
  - Marketing/Creative
  - Social Media
  - Industry Advisors

## The Essentials



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- Learning to Ask
- Step One: Give Yourself
- Join or Form an Organization
- Leverage Your Web 2.0 Relationships

## Industry Advisors

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- Planning Phase (Forming Partnerships)
- [www.askthebusinesslawyer.com](http://www.askthebusinesslawyer.com)
- Entrepreneur's Pre-Nup (guidelines available free of charge through Great Business Law Resources).
- Human Resources Issues (AllBusiness.com is a great free resource)  
<http://www.nfib.com/Business-Resources/Staffing/>
- Working with Independent Contractors  
<http://www.nfib.com/business-resources/staffing/independent-contractors>

- **Paid advisors vs. Mentors**

Who Should Be In Your Network of Advisors and Mentors?

<http://www.nfib.com/tabid/56/Default.aspx?cmsid=50694>

How to Find a Reliable Mentor

<http://www.nfib.com/tabid/56/Default.aspx?cmsid=51505>

- **SCORE.org**

- Turnkey programs such as **ATHENA Powerlink** Program, which will *form your advisory team for you (using local volunteers) and assist with seed money.*

- For Women: The SBA has formed the Office of Women's Business Ownership, providing free education and grant money.

# Financial

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- Marketing Plan is essential
- Without good creative, marketing is wasted
- Free Marketing by becoming the local media expert
- Websites: where to find free web design, maximizing your website through SEO
- Collaboration with other professionals that you need, such as local accounting firms
- Yahoo! Small Business – great web marketing and SEO resource

## Marketing/Creative

- Definition of Web 2.0
- Joining The Conversation
- Facebook, Twitter, LinkedIn
- Free Resources: Chris Brogan's Blog has all the information you will ever need.  
[www.chrisbrogan.com](http://www.chrisbrogan.com)
- Blogging

## Social Media

- Any Questions?
- Carolyn will answer questions and/or provide references to members of her own Team of Experts.



**Q & A**

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# Thank you

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