



# Donncha Hughes

[www.startuphughes.com](http://www.startuphughes.com)

## Startup Q&A Business Clinic

### Legal – Finance – Marketing – Sales

ANSWERS TO ALL YOUR QUESTIONS ON HOW TO START AND GROW YOUR BUSINESS

#### SAMPLE QUESTIONS

The Q&A Business Clinic can address any issue faced by startup promoters.

##### 1. LEGAL

- Do I need to set up a Company? When and how?
- How do I register as a Sole Trader with Revenue?
- Can I employ people as a Sole Trader?
- What insurance does my business need?
- What is included in a contract of employment?

##### 2. FINANCE

- What information will the bank need if I apply for a loan?
- How do I apply for grants?
- Can I qualify for the Short Term Enterprise Allowance?
- Should I register for VAT? When do I prepare VAT returns?
- What records do I need to keep for my accountant?
- When do I pay my taxes? What is ROS?
- How do I invoice clients?
- How do I organise payroll for employees?

#### OVERVIEW

When starting a business you will have lots of questions. While you can read books and websites to get information you can't beat meeting someone to discuss your questions as they apply to your situation.

I can help you to answer all your questions relating to starting your business. The aim of the Startup Q&A Business Clinic is to help you to make decisions. It will also help you to set priorities for your business.

I have worked with hundreds of entrepreneurs. I have assisted to formulate their business strategy – branding, product, suppliers, route to market, business model and pricing, promotion, staffing and differentiation. I have also helped them translate their strategy into *Action Plans*.

I have worked with businesses operating in a diverse range of sectors to include Technology, Tourism & Hospitality, Beauty, Retail and Food.

All information is treated in full confidence and respect.

*Donncha Hughes*



### 3. MARKETING

- How do I create a Brand?
- How will I select a Business Name?
- How do I get business cards, letterheads and brochures?
- How do I decide on key marketing messages?
- How much should I spend on advertising?
- How do I create a 'call to action' in advertising?
- How do I organise a direct mail campaign?
- What networking events should I attend?
- How do I set up a website – what do I want from my web developer?
- How do I set up a Facebook Business Page?
- How do I use LinkedIn and Twitter?
- How do I set up Search Engine Optimisation (SEO)?
- How do I use Google Adwords and Facebook Ads?
- How do I sell online?
- How much can I charge for my product or services?
- How do I prepare tender submissions? How do I register and use the eTenders website?
- How do I prepare a survey of customers?
- How do I prepare and issue a Press Release?

### 4. SALES

- How do I profile and identify ideal customers?
- How do I approach potential customers?
- How do I create a Sales Pitch?
- What do I include in Sales proposal documents?
- How do I create a Sales Pipeline of customers?
- How should I record customer details?

### HOW THE Q&A CLINIC WORKS

- The Clinic leverages the knowledge, skills and expertise of both the Advisor and the Client.
- The clinic will last approximately 90 minutes.
- Venue and Time will be agreed.  
- Option to deliver Clinic via Skype or over the phone.
- In advance, a list of questions or discussion points can be submitted. A one pager on your business's current status would be appreciated.
- A minute of the Business Clinic will be emailed to the Client.
- Follow up can be arranged as required.

### ABOUT DONNCHA

*I work directly with start-up promoters and owner managers of SMEs to achieve superior results for their businesses.*

I am a self-employed Business Advisor, Mentor and Trainer since 2010. I am a non Executive Director of two Irish Companies.

My work career includes 7.5 years as Business Development Executive with IBEC Mid-West; and 4 years as Manager of the Enterprise Acceleration Centre, LIT's on campus incubation Centre. For more see my LinkedIn Profile.

I have a Masters in Marketing and Certificate in Employment Law.

Based in Galway, I work with clients and deliver training across Ireland particularly in Dublin, Tipperary, Clare and Limerick.

The guidance given during the Q&A Business Clinic is based on my knowledge and experience. I may refer clients for more specialised advice in areas such as Taxation, Intellectual Property and other legal and regulatory affairs.



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