

Starting Your Own Business
A Series for Budding Entrepreneurs
Introduction



Introduction – Starting Your Own Business – A Series for Budding Entrepreneurs

“Starting Your Own Business” is a series of articles that will show potential entrepreneurs the ins and outs of starting their own businesses, and the various issues that need to be addressed early in their (the entrepreneur and the company) development. Articles will cover topics including: Corporate structure (what type of corporation should be considered), corporate reporting requirements (responsibilities of the corporation owner in annual meetings and reporting to the IRS), financial reporting (how do you pay yourself and the IRS, quarterly IRS reporting, how and why you establish credit lines with a bank), benefits (medical and others) that you need, the home office/small office (computer safety, web pages and office services), how to develop winning proposals for your services, strategic planning (yes, even one person nano-businesses need a strategic plan), corporate culture (your footprint in the company and in the community), discriminators (how are you different from others offering similar services), and other business topics that will come from the readership as these articles are published.

Background:

ironSclad Solutions, Inc. (www.ironSclad.com) is a small Alabama business started in 2001 focused on developing and helping small companies in sales and business development strategies. Jeff Irons, one of the company’s principals, had a lifelong interest in starting his own business, but it wasn’t until after he had spent almost 20 years in various marketing/business development positions with aerospace and defense giants like Northrop Grumman, the Boeing Company and General Dynamics that Jeff’s services as Vice President of Business Development for a company were no longer needed. At this point, he decided this was his sign to launch into entrepreneurship.

Jeff was fully employed on December 4, 2001, and then without any pre-planning, out of work on December 5. By January 5, Jeff won 3 small contracts with local businesses, and the development of ironSclad Solutions, Inc. was started. Since this beginning, Jeff has worked with over 20 small and large businesses in their Huntsville marketing efforts.

It is these various lessons learned, along the way of owning and developing a new business, that Jeff will cover – the key topics that every potential entrepreneur should know about the business before ever getting started.

Jeff Irons is owner of ironSclad Solutions, Inc. in Huntsville, Alabama, an Alabama-based S corporation.
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