

Our Nation Can Create Employment With Good Planning and Access to Capital

It has been suggested to many of our nation's unemployed that they should consider starting a small business. This suggestion is met by many with some amount of disdain and even anger because they have no idea how they would start a business, or what that business would be. They have no idea how they would get the funding to make their business idea a reality. These "would-be" entrepreneurs must be allowed to use their critical thinking skills to move past these obstacles to make new business happen. They need to have access to an environment where they can think creatively to determine if business ownership is right for them, and if their future does lie in business ownership, what that specific business might be. In short, if we don't get the story right, we will get the solution wrong. We have no choice but to get this right—America's future depends on it.

This new business creation cannot happen in ersatz fashion. We need to put brains behind the formation of business in the form of sound business planning and strategy. Knowing how much it will cost to start up a business and the expected profitability of that business in the form of honest Pro Forma profit projections (rather than Enron-esque profit projections) allows lenders the ability to fund businesses that are viable and will succeed. This in turn will create sustainable jobs for the American workforce, not "bubble jobs" that will go away soon in a stunning blaze of glory.

To foster healthy business creation, the banks and Wall Street must allow small business access to much-needed capital loans. In the past, those capital loans have been tied to Real Estate. Tying these loans to Real Estate and not to a business model's merit, viability and sustainability has contributed greatly to the current economic mess that we find ourselves in. The only way to tie these loans to economic merit, viability and sustainability is to tie them to the knowledge that a good solid plan and strategy have been created for a business.

***Entrepreneurs Professionals** has been created to help small business to not only survive, but also to thrive, create jobs and move the economy to a better place. We assist small business endeavors at any stage of their development by helping them to become stronger business owners and by creating strategies to drive business to the small business community. Businesses that have been around 20 or more years, as well as startups and transitional entrepreneurs participate in our program as members and are increasing their success. Our goal is to offer our program so that we can give the small business community a voice and a chance to take back the American Dream. Please visit us on the web at: www.EntrepreneursProfessionals.com or call toll-free (888) 653-7810.*