

# HOW NOT TO START A BUSINESS

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### **How not to start a startup - The Mission - Medium**

Do you already have a killer business idea? If so, congratulations, you can proceed to the next section. If not, there are a ton of ways to start.

As a seasoned entrepreneur, I can tell you that there is no perfect formula for starting a small business. I've learned that the best business.

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He started by identifying a problem for a specific audience—digital nomads he is one. You can pre-sell your ideas with a landing page or a short video that explains how it solves a problem.

Get to know your target audience and create specific content just for them. Two weeks ago I didn't know if it would sell two copies or 2,000. With people you can learn a lot. That leads to a lot of uncertainty and fear that can lead to huge mistakes that could eventually ruin your venture in a kind of self-fulfilling prophecy. For all those starting out, push on—wards, but start by reading the above article. Do I want to be in three years?