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Helpful Resources for Veterans and Others Looking to Start a Small Business

Starting a small business or work-from-home side gig can be a great way to earn extra money and boost your financial health. Such modes of working can be especially helpful for people who may struggle to adapt to the traditional nine-to-five environment, like veterans. Think entrepreneurship is for you? Read on for some handy resources to get started.

Research and Plan Your Business Model

Advanced planning will help pave the path to business success.

- Determine the viability of your business idea by asking yourself [critical queries](#), like whether it solves a problem.
- Write a business plan to [lay out](#) how your company will be run.
- [Decide which](#) business model is best for your needs.

Get Any Required Education or Certifications

Depending on the type of business you pursue, you may need added skills or credentials.

- Look to online [educational opportunities](#) from schools like Western Governors University to get relevant degrees, like a B.S. in Computer Science.
- If you're a veteran, check out the U.S. SBA's veteran [entrepreneurship training](#).

- [Gain skills](#) for free via online course platforms.

Connect with Your Community for Funding and Other Forms of Support

Veterans in particular will find many resources available to support their entrepreneurship.

- [Find your local](#) American Legion for support.
- [Check out](#) the U.S. Department of Veterans Affairs's entrepreneur portal.
- If you need funding as a veteran, look into startup and accelerator funding specifically for [those who have served](#).

Start Marketing Your Business to Attract Customers

Once you have the administrative points of your business set up, it's time to find clients.

- [Design a](#) user-friendly website to establish an online presence.
- Leverage inexpensive digital marketing tools, [like social media](#), to boost your business profile.
- [Don't forget](#) traditional marketing techniques, like direct mail.

Whether you're a veteran or simply someone who's tired of the nine-to-five grind, starting your own business venture can be a great way to gain personal and financial freedom. For help establishing your entrepreneurial venture, turn to the tips above.