

# Reed Cagle Recently Offered His Top Tips for Starting a Small Business

*Entrepreneur Reed Cagle recently offered his top tips for starting a small business.*

COLORADO SPRINGS, COLORADO, USA, May 25, 2021 /EINPresswire.com/ -- Starting a small business is a major endeavor. But it is one that successful entrepreneurs will tell you is one of life's most rewarding. Successful entrepreneur and businessman [Reed Cagle recently offered his top tips](#) for starting a small business and making it thrive.



Charles Reed Cagle and Wife

"Many people will offer you the same tips time and time again for starting a small business," Reed Cagle said.

"They'll tell you to work hard, market well, and make suggestions that feel a bit like common sense. However, there are several key tips you may not have heard in the past, and those are the ones I want to share."

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*Charles Reed Cagle*

[Reed Cagle began by stating](#) that you cannot let your own excuses hold you back from starting a small business or making it successful. Being an entrepreneur is something many people aspire to achieve, but they never take the steps to turn it into a reality. Cagle explained that common excuses include not having enough time or money, but if you have a passion, you can make every aspect of starting

a small business work. These excuses only hold you back from achieving goals that could drastically transform your life.

"A small business should be a solution," Reed Cagle said. "It should provide the public with a good or service they desire and cannot otherwise acquire."

Cagle explained that your small business should fill a hole in the market, whether you're providing a superior service or a product that can't be found in your area. He also expressed the importance of keeping your business idea simple. Don't start with an elaborate, multi-part service, or product. Start small with a narrow focus and expand from there. It's most important to provide a high-quality service or good that fulfills your promises to your customers.

"One of the greatest tips I've ever received, and one I always share with customers is to imagine yourself without money," Cagle said. "There is a good chance, at some point, you'll run out of money. Can you handle not having any money? Will you still be inspired to pursue your goal?"

[Reed Cagle explained that](#) if your answer to those questions is "yes," you're likely someone who is capable of being an entrepreneur. Entrepreneurs are able to adapt and even take on random jobs to make ends meet while they continue to build their product or brand. Being prepared for the worst-case scenario is necessary in case you face major setbacks or your first attempt at a business doesn't succeed.

"My final piece of advice is to let your passion inspire you and your brain control which direction you're headed. The two pieces combined can result in great success and fulfillment," Cagle said.

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Charles Reed Cagle

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