

## **Nurse Entrepreneur**

*Devise and implement a great game plan.*

### **Patricia Ann Bemis, RN CEN**

Writing a business plan is the best way to learn the essentials of business and to save time and money. Whether you are thinking about starting a business, preparing to start a business, or looking to grow your business; writing a business plan will help you get organized, help speed the process, and help you avoid costly mistakes.

Nurses are very knowledgeable in nursing and medicine, but they generally don't know the language of the business community. Writing a business plan bridges the gap between nursing and business. And, writing a simple business plan is a way to address and learn the elements of business. Through devising your plan, you will learn what is usual and customary in the business community.

The purpose and benefits of a business plan include:

- learning the essentials of business;
- having a document to show family, friends, and potential investors to prove that you're serious about the business;
- developing a logical, organized way to look at important aspects of your business.

Essentials of a business plan include:

- a business description;
- market strategies;
- competitive analysis, design and development plan;
- operations and management plan;
- financial factors.

Through you, the plan becomes a living document. Whether you are writing it for the first time or updating it for the twentieth time, it means proving to yourself and to others that you understand your business and you know what it takes to make it grow and prosper.

### **Two business specifics**

When starting a business, two aspects choosing a name and choosing colors for your promotional materials are the most important. This may seem frivolous but it isn't. The right name and color choices will set you apart as a professional.

### **What is in a name?**

Everything! The wrong name can prevent your business from growing, but a great name can bring your business into the light. A great name will communicate quality, value, expertise, respect, and the distinctiveness of your product or service. Don't be cute. The name of your business is not about creativity but is an integral component of your marketing strategy. For that reason, it is often better to devise the business description

and goals before choosing a name.

There are many resources for business names. They range from the free advice of a friend, relative, or online at a governmental or private site; to computer programs costing \$19.95; to professional business-naming firms that cost from hundreds to thousands of dollars. The final name should best define your company's objectives, accurately describe what company you have in mind, and be a name you like.

### **Dos for naming your business**

Do choose a name that appeals to customers not just you. It should be: 1. short, and easy to spell and pronounce; 2. gets customers to respond on an emotional level; 3. is comfortable, familiar, and brings to mind pleasing memories for the customer; 4. is short and to the point; 5. is available as a .com domain name; and 6.that is understandable in our multicultural society. 7. Lastly, do register the domain name.

### **Colors of your promotional material**

The colors you choose for your promotional material is important. Once your customers/clients begin receiving material from you, your business will become recognizable to them, not only by your name but, by the colors you choose for your business.

When choosing your company colors, consider the meaning of color. Printed colors speak to our subconscious and produce a positive or negative reaction within 90 seconds. On a website, colors make a positive or negative impression in 30 seconds.

Contrast between colors is as important as choosing the right color for your marketing and promotional material. Use the psychology of colors and contrast between the colors in all your marketing. Use the silent language of color to impress, motivate, divert, and persuade your customers to buy from you.

<b>The Impact of Color</b>		
<b>Color</b>	<b>General impact</b>	<b>Business impact</b>

<b>Black</b>	Black is classic. It is the color of authority, boldness, seriousness, and power. Black can imply evil. Villains, such as the bad cowboys and Dracula, wore black.	In business, use it as a background color to create contrast with white text. Black is also used for text on a white background to create contrast. It is said to be hard on the eyes when used on a website as a background color.
<b>White</b>	White symbolizes innocence and purity. White reflects light. White is popular because it is light, neutral, and goes with everything. Doctors and nurses wear white to imply sterility.	In business it can be sterile and refreshing. White backgrounds with black text create contrast. White is the best color on the web for a background color.
<b>Red</b>	Red is the most emotionally intense color and suggests strength, sex, passion, vitality, aggressiveness, and commands attention. Red stimulates a faster heartbeat and faster breathing and is the color of love. Red is usually used as an accent.	In business, it is great for boldness and accents. In accounting, it is associated with debt.
<b>Pink</b>	Pink is romantic, tranquilizing, and can actually cause people to lose energy. Locker rooms of opposing teams are sometimes painted bright pink so the opponents will lose energy. It suggests femininity, gentleness, well-being, and innocence.	For business, you must be aware of its feminine links and implications.
<b>Blue</b>	Blue is the color of the sky and the ocean. It is one of the most popular colors.	In business, it suggests sanctuary and fiscal responsibility. Business checks are often blue.

	<p>Blue suggests security, authority, faithfulness, and dignity. Blue is peaceful and tranquil. Blue can be cold and depressing. Research shows people are more productive in blue rooms. Blue can symbolize loyalty, as in “true blue.”</p>	
<b>Green</b>	<p>Green symbolizes nature and is the easiest on the eye. Green suggests health, fertility, freedom, freshness, healing, tranquility, and jealousy. It is a calming and refreshing color.</p>	<p>In business, it is used to communicate status and wealth. Green is a popular color for business checks.</p>
<b>Yellow</b>	<p>Yellow is cheerful and gets attention. It signifies warmth, sunshine, cheer, happiness, jealousy, deceit, and cowardice. It is the most difficult color for the eye to take in, so it can be overpowering if overused. Yellow enhances concentration and is why it is used for legal pads. Yellow speeds metabolism.</p>	<p>In business, it appeals to intellectual types and is a good accent.</p>
<b>Purple</b>	<p>Purple suggests spirituality, royalty, luxury, wealth, sophistication, authority, and mournfulness. Purple connotes luxury, wealth, and sophistication. It is feminine and romantic.</p>	<p>In business, it is upscale and works with artistic types.</p>
<b>Brown</b>	<p>Brown is a solid and reliable color. It is the color of the earth and</p>	<p>In business, it suggests less important items.</p>

	abundant in nature. Light brown suggests genuineness. Brown can be sorrowful and wistful. Men are more apt to say brown is one of their favorite colors than women.	
<b>Gray</b>	Gray suggests authority, practicality, earnestness, and creativity.	In business, it portrays a traditional and conservative company.
<b>Orange</b>	Orange suggests pleasure, excitement, cheer, endurance, strength, and ambition.	In business, it is good for highlighting information on charts and graphs.

When setting up your practice, devise a solid plan, and then choose a name and colors to go with it.

**Patricia Ann Bemis, RN CEN**, with over 45 years of healthcare experience, Ms. Bemis is a clinical writer and publisher who provides continuing education for nurses. She is the president of the National Nurses in Business Association (NNBA), Inc. based in Rockledge, Florida. NNBA is a membership organization that offers all aspects of help and support for nurses in business. The association sells many products and services including books, audio CDs, DVDs, for home study and she includes a business plan. Patricia offers coaching services through her website at [www.nnba.net](http://www.nnba.net).

Additionally, she has authored over 34 on –line courses for nurses at [www.nursingCEU.com](http://www.nursingCEU.com) These offer continuing education to a national audience.

Among the books published by Ms. Bemis are **Business Training for Registered Nurses**, **Emergency Nursing Bible** and **Nurse Entrepreneurs: Tales of Nurses in Business**. Her personal toll-free number is 1-877-353-8888. You may also reach Ms. Bemis through e-mail [bemis@nnba.net](mailto:bemis@nnba.net).