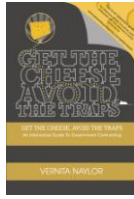


# GET THE CHEESE, AVOID THE TRAPS: An Interactive Guide to Government Contracting

## Chapter I Who Are You As A Business Owner?

Think about your business and answer each question before moving on. Record your results.

1. Do you have a business plan? It is the blueprint to accomplishing your vision. Use it and edit whenever necessary to provide you with direction and to streamline your business efforts.  
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2. Does your business need to be bonded? Bonding protects against defaults, accidents or incidents.  
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3. Do you have adequate business insurance coverage? Consider a Business Owner's Policy (BOP). It usually offers enough coverage for **any type** of business. If your business is a Limited Liability Company (LLC) or if you are Incorporated, it adds another level of business protection.  
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4. Are you using your Social Security Number (SSN) or an Employer Identification Number (EIN) (aka Tax Identification Number –TIN, Federal Employer Identification Number – FEIN or Federal Tax ID) when doing business? Whichever you choose, make sure it is consistent for the purpose of your business.  
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5. Do you have a Data Universal Numbering System (DUNS) Number? It creates a credit profile and tracking system for your business.  
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6. Do you have a capability statement? It is a snapshot (usually one to three pages) that outlines your business model from services, team and clientele to capability.  
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7. Are the quality control measures clearly established within your company? Create a manual to help your employees understand how your business operates and how to handle defining decisions.

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8. Have you created an operational manual? It helps your team to understand **everything** about your business.

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9. Is your vision clearly defined? Are your goals and objectives clearly defined? Your team needs to know what is important to you in order to be on one accord with you.

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10. Do you have a fully functioning team from accountant, designer, attorney, mentor, advisors and employees to subcontractors? You cannot do it all alone. You need others who are experts in their field on your team in order to become successful.

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11. Have you created a brand? Is it consistent? Have a professional create your business brand.

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12. Do you have branded collaterals? Are your products or services clearly defined? Have collaterals professionally done from business cards and brochures to website.

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13. What are you doing to market your business to your customers, including potential ones? Develop a marketing plan using some of the elements from the business plan. This is an excellent tool towards your success.

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