

# Rising Tide Startups Podcast Listener Feedback Summary

**Katie Franklin - Franklin Engraving**

1/15/18 Season 1, Episode 3

*"Listener Created Feedback!"*



## **Obstacle 1 - How to Promote and Market a New Side Business on a Budget:**

1. It is important to identify and invest heavily in your target market and leverage your network during the startup period. But don't neglect to keep experimenting to find "neighboring" market segments. These experiments may generate unexpected information regarding marketing and product development.

2. You are somewhat difficult to find online. Expand beyond just Facebook and Etsy and Create a website (maybe as simple as a blog that showcases your work) but has your unique domain address.

## **Obstacle 2 - What is the Best and Most Cost-Effective Admin/Accounting/CRM Software?**

1. There is a free software package called WAVE Accounting that seems to be an all-in-one package for inventory, invoicing, accounting and customer resource management. [WAVE](#)

2. Research what others in your Engraving Facebook group are using.

3. Grow as your business grows. The system you use now will probably not be the system you use in a few years.

*"Always be a learner!"* Katie's Dad

*"Adapt and Overcome!"* unofficial Marine Motto

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