



blog, blog, blog

Editor's Highlights From

connectblogs.com

A community site created and maintained by Jordy (jordy.gundy.org)

The following are excerpts from selected posts at connectblogs.com contributed by local business professionals. connectblogs.com is a collection of some of the state's existing top business bloggers, as well as an introduction of new bloggers (posting original content for connectblogs.com) willing to share their expertise. Blog categories include marketing, PR, legal, HR, Workers Comp, IT, SEO, funding, and entrepreneurship – just to name a few.

When Cool People Announce They Are In a Job Search

Author: Jason Alba

A number of weeks ago a very successful businessman that I've networked with signed up for JibberJobber. Because of our friendship/relationship I e-mailed him right away, something along the lines of "wow, it's cool that you are checking out my Web site and poking around! Let me know what you think." His immediate reply was, "Please don't tell anyone I'm in the job search." ... Here is a guy that, from where I'm sitting, is a business giant. In fact, one of the most successful people that I know. The shock of someone "like him" in a job search just really threw me ... I wondered how many people are wondering what in the heck went wrong with him?? It made me think about reasons why you might lose (or leave) or your job: You can't do the work, you are a slacker, you don't understand office politics, or ... something like that ... Here is why this guy is leaving: because he wants to follow his passion.

Working on Your Business Plan

Author: Brock Blake

You probably understand how important a business plan is. Obviously, investors are interested in looking at your business plan. However, that is not the only value. Your plan will often guide and direct your overall business goals and objectives. There are a few issues that are important to include: What problem are you trying to solve? How will your business solve that problem? How will you generate revenue? Who are your target customers? Who are your competitors? ... In addition, there are a few key sections you should include in your business plan: Introduction, Business Description, the Market Opportunity, Development and Production, Sales & Marketing Section, Expenses and Capital Requirements, Management Team, Financials and Appendices.

power to the people

Power Innovations' PowerHawk Vehicle for First Response Fleets

Lindon-based Power Innovations chose two Utah parades this summer to unveil its latest version of the PowerHawk, a mobile power source on wheels designed to aid first responders. The PowerHawk contains emergency equipment and also provides 50 kVA of scalable electricity for remote military operations, rescue base stations or to back sensitive hospital medical equipment. The vehicle utilizes Power Innovation's years of power conditioning and generating experience to provide hours of steady, clean power suitable for any application from powering traffic lights to sensitive computer equipment.

