



HARNESS YOUR SERVICE EXPERIENCE TO  
BUILD YOUR BUSINESS

TIPS FOR

# MILITARY TRANSITION TO ENTREPRENEURSHIP

## **Mission Clarity – Define Your “Why”**

Just like a mission briefing, define the purpose of your business. What problem are you solving, and for whom?

## **Conduct a SWOT Analysis**

Assess your strengths, weaknesses, opportunities, and threats. Leverage the discipline and leadership you honed in the military.

## **Develop a Business Plan**

Create a structured plan with clear objectives. Treat it like an operations order, detailing your vision, resources, and plan of action.

## **Leverage Veteran Resources**

Explore resources like the SBA’s Boots to Business program, SCORE, or local veteran entrepreneur networks for guidance and funding.

## **Financial Discipline is Mission-Critical**

Utilize budgeting and cost-tracking skills you gained in service. Keep your business finances lean and adaptable.

## **Brand Your Business with a Mission Statement**

Your brand should communicate your core values and mission, much like the camaraderie and trust built in your unit.

## **Find a Mentor**

Seek out other veteran business owners for mentorship. They’ve navigated this path and can provide insight and encouragement.

## **Adapt and Overcome**

Expect challenges and setbacks. Apply your training to stay flexible and overcome obstacles with grit and determination.

## **Network Like a Force Multiplier**

Building a network of like-minded individuals, customers, and partners is crucial to growth. Share your story to foster meaningful connections.

## **Remember: Semper Gumby**

Stay “always flexible.” Entrepreneurship requires adaptability to succeed.



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