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AUDIO: Risk free, recession-friendly way to start a business

NEW YORK CITY, N.Y.
August 12, 2009 12:02am

- **Starting part-time might be the best strategy**
- **'Everybody has to have a vision'**

Nadia Digilov

You have always had a creative mind and dreams of starting your own business, yet somehow, you are stuck in a cubical staring at a computer screen all day.

A young entrepreneur says now is the right time to start a business – if you do it wish passion and courage.

"Everybody has to have a vision," says Nadia Digilov, founder and CEO of event production firm Celebrating in Style.

But many would-be entrepreneurs never go further than the dream because they get stuck on the details of starting a business, she says.

"The corporate world is wonderful – for some," says Ms. Digilov. But not for everyone, even in this tough economy.

In fact, she argues, now could be a great time to begin a business because of the great potential when the recession subsides. In the meantime, she says, a small business may be the perfect way to boost income.

(Nadia Digilov talks about starting a small business while keeping one foot in the corporate world in today's CVBT Audio Interview via Skype. Please left-click on the link below to listen now or right-click to download the MP3 audio file for later listening.)

"The best thing about being able to do this right now is that I can help others – I can give my advice so they are encouraged to live their dreams," she says.

Ms. Digilov suggests using what she calls the "VTAR strategy" to help the process. The acronym stands for combining vision, talent, action and results.

If vision, talent and action are well-executed, Ms. Digilov says, one will begin to see great results.

"Once the VTAR strategy is in place, one will quickly see its benefits and ability to assist in maximizing a company's potential," she says.

Drilldown

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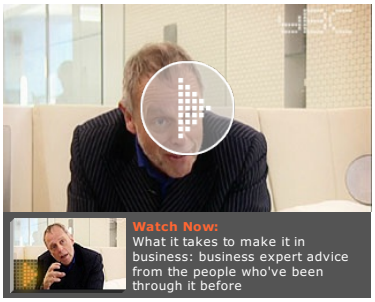
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