



# Technical Assistance

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## When Should I Use Technical Assistance?

WHAT IS technical assistance? It is just another way of saying help. When someone says they are going for technical assistance, they actually mean that they are going outside themselves to get help.

When looking at the problem-solving process, technical assistance can be brought in at any stage. It is up to you to determine where and when you will get some technical assistance.

Please keep in mind that asking for technical assistance does not mean that you or your business is a failure. Let's face it, one cannot know everything about how to operate a business successfully. Looking or asking for help shows that you are a good entrepreneur and a wise person.

Generally speaking, successful entrepreneurs need technical assistance or help in at least one, and often many, business areas. They seem to especially need help in four general areas:

Deciding WHAT KIND OF BUSINESS TO START

Deciding THE BEST WAY TO SELL OR MARKET A  
PRODUCT OR SERVICE

Deciding HOW TO KEEP PROPER BUSINESS RECORDS

Deciding HOW TO MANAGE THE BUSINESS

Let's take a look at the technical assistance that a young entrepreneur used in getting a business started and running it.