

Why Hire a MicroBusiness?

By Dawn Rivers Baker from <http://www.microenterprisejournal.com>
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I suppose if you look at the situation in a certain way, the best reason to hire a microbusiness is because ... well, who else are you going to hire?

More than nine out of every ten U.S. firms are microbusinesses, after all, so it would almost be difficult to avoid hiring them for absolutely everything.

But there are a number of other very salient reasons to go micro, and they all have to do with the way microbusiness operate.

A number of years ago, I was working out a content distribution agreement with a major corporation that contacted me through a middleman marketing firm. The marketing firm was not a microbusiness but they were a small business and, as the negotiations and implementation proceeded, a pattern developed. My contact would get in touch with me to tell me about something that needed to be done. Anywhere from 30 seconds to five minutes later, it was done.

Then he had to wait two to six weeks for the large corporation to perform their next piece of the arrangement. Sometimes, he had to wait as much as three months.

About halfway through this tortuous process, he told me that he really enjoyed working with me. "It's so much easier. You hear that something needs to be done, and it's done. I ask you a question about the contract, and you can get back to me with a decision in a day or two," he said.

I gather the large corporation didn't work like that.

And they don't. When working with these nimble little businesses, you don't have to wait for issues to climb the management ladder or for lackeys to chase down golfing lawyers before decisions can be made and implemented.

That makes working with microbusinesses quick and efficient. Easier on the blood pressure, too.

Microbusiness owners also tend to be frugal. They usually have to be; they are often working with limited resources and, because they don't have bureaucracies, they tend not to be wasteful. And that can work very much to your advantage. If keeping project costs down matters to your organization, you'll find that microbusiness you hired will find ways to get you quality work and still find savings for you that would never have occurred to you without them.

As a group, microbusinesses also tend to excel at customer service. When your business is that small, every client and customer is important. So, when you have issues, you are much more likely to find yourself discussing them with the business owner than with some flunky at a switchboard whose first language is not English and who has no authority to make decisions.

But probably the very best reason to work with a microbusiness is because their owners love what they do. They start their microbusinesses because they want to be free to do what they love without distractions like office politics and annual reviews. They stay microbusinesses (rather than growing their firms to a larger size) because they don't want to stop doing what they love in order to run a larger organization.

In short, they are passionate. There is no other reason to run a microbusiness. After all, it certainly isn't an easy thing to do. Working for someone else might be less of a headache in many ways but, for the microbusiness owner, your project and every project they do is more than a job. It's a crusade.

And, really, that's the bottom line about these very small businesses. They are run by people who care. If you care about that project, the micro is the way to go.

Dawn Rivers Baker
Editor/Publisher

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P.O. Box 41
Sidney, NY 13838
607-428-0521

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