

IN THE NEWS

‘The Secrets of Starting a Successful Business’ will be the focus of Butzel Long’s free webinar on January 23

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DETROIT, Mich. – More than 90 percent of startup businesses fail. While a variety of factors go into this failure rate, it usually involves a combination of factors including lack of a proper business plan and start-up checklist; the failure to properly utilize and comply with legal requirements; a bad core product/idea and, the wrong “team” involved. With that, how can entrepreneurs and business owners increase their chances for success and get into that elite 10 percent?

Butzel Long is hosting a *free* webinar titled, “The Secrets to Starting a Successful Business: How to Increase Your Chances of Start-up Success from Idea to Launch (and Beyond)” from **12-1 p.m. on Wednesday, January 23, 2019**. To register, please visit www.butzel.com/event.

The webinar, will be presented by both a successful entrepreneur and a nationally recognized business attorney who will provide the SECRETS to starting and operating a successful business, including a 20-step start-up checklist from the initial idea through the actual launch of the business (and beyond). Webinar participants will learn key business tips from successful entrepreneurs themselves, but also the best ways to navigate the frustrating legal and administrative requirements of starting a business.

Webinar presenters include:

- **Bernie Fuhs**, a nationally recognized **Butzel Long** business attorney. He has litigated and counseled clients in nearly all 50 states on a variety of business disputes, including non-compete/trade secrets, franchise disputes, and shareholder disputes. He also regularly advises start-ups and closely-held businesses, as well as sports and fitness industry members. Fuhs also is a successful entrepreneur in his own right, having founded FuhsFit, LLC (an online fitness and nutrition

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company), served as President/Co-Owner of Fastdater, Inc. of Michigan and works as a Color Analyst for College and High School Basketball.

- **Trey Zackery**, President and Owner Corporate Elevator Asset Management, which helps building managers and owners manage their elevators from design to finished product, and service thereafter. He also is the founder of “Mogul Secrets,” a podcast for entrepreneurs and aspiring business owners. <http://mogulsecrets.com/>.