

# 32 BUSINESS START UP HACKS

FOR ENTREPRENEURS WHO WANT TO MAKE MONEY NOW!



Starting a business can be overwhelming. Most people fail to launch or grow their business because they are stuck between what to do first and how to implement a game plan. Most people fail in business early on because they skip over the basic business building foundations and run straight to the bright shiny objects.

This handy checklist will help you reduce your trial and error time. Why experiment with launching and growing your biz when you can fast track your time to success?

- 1 Determine how much money you are willing and able to set aside monthly to invest into your business. Then calculate how much time you are willing to invest while you are in the start-up phase. This will help you to be realistic about the monetary and time investments required to make your dream a reality.
- 2 Establish an income goal. How much money would your business need to generate monthly to make this effort worthwhile and profitable? Learn your numbers.
- 3 Create an expense report of all of your household bills. Also, include recreational expense such as going to the spa, movies, and date nights. If you are employed, write down your take home pay after taxes then deduct your household bills to take an honest look at your finances.
- 4 Research business expenses and tools that are unique to your industry and create a purchase list. Yes, you will need software and gadgets to manage your business. If you desire to run a location independent business then you will need things like webinar software, camera, microphone, headphones, screen recording software, presentation decks, and etc.
- 5 Define your ideal client. Are they a niche market, do they have specific problems that you want to solve, etc.
- 6 Establish a clear and concise brand message and value proposition before creating marketing materials. That goes for website, business cards and social media presence. Get clear on what you do and whom you serve before launching your biz. You will waste money and time if you try to build your website and social media messages if you ARE NOT CLEAR on your brand message. Your brand message is what makes buyers relate to your brand by inspiring them, persuading them, motivating them and ultimately building a case for them to buy your products or services. Be clear on how you help your clients.

- 7 Don't fall for the build it and they will come method. Establish and grow your tribe then introduce services and products to them. Give them an opportunity to know, like and trust you before you ask for the sale.
- 8 If you plan to seek investor funding or financing write a business plan. If you plan to self-fund your business, you still want to create a business plan. You need to define what products or services you will create and establish a marketing campaign for each offering so that your ideal client can become aware of what you are presenting to the marketplace.
- 9 Do market research on your ideal clients' needs and desires. What services are readily available to them now in the marketplace and what gaps are found in those services and products?
- 10 Create a list of potential solutions you can create from the gaps that you find in the services and products in the marketplace.
- 11 Write down 10 reasons why you are uniquely equipped to serve your target market. Why do you feel as if you understand them and can help them?
- 12 Hold 15 to 20 minute Q&A sessions with your prospective clients. Make a goal to talk to at least 30 different people within a 60-day time frame. Run your business ideas by them and allow them to give you feedback. You are looking to see if your idea will be viable in the marketplace and this gives you time to tweak your offerings before you do a hard launch. Out of the 30 people that you speak to pick seven to ten of them to personally invite to be your beta testers. You will want to generate and collect client testimonials as social proof to help you market the products or services you create.
- 13 Select your brand colors. Make sure they are complimentary to what your ideal client would be attracted to vs. you just picking out your favorite colors.
- 14 Create a branding board aka mood board where you list your brand colors and fonts that you will use to create your marketing materials. You want to make sure that your social media graphics are always consistent.
- 15 Create your logo. Make sure your logo is consistent with your brand colors. They must complement each other.

- 16** Do market research to discover what social media platforms your ideal clients live on. Then learn the ins and outs of those specific platforms so that you can connect with your ideal client.
- 17** Create your tagline. What do you want to be known for in business? Get feedback from your peers and ideal clients to see how your tagline resonates with them.
- 18** Create your elevator pitch. Make sure you cover who are you, what do you do and who you serve. Make it enticing. Throw in your client outcomes. Meaning what benefit will a person receive if they hired you?
- 19** Name your business and register it with the state. Secure your website domain name. You can do so on either godaddy.com or hostgator.com. You want to make sure that your branding is consistent. Go ahead and create your social media handle. Make sure it is in alignment and consistent with your business identity.
- 20** Open up a business checking and savings account. You will need an EIN number to do so. You can go online to register for your EIN. Determine what legal structure will best suit you and your business. Decide if Limited Liability Company (LLC), Sole Proprietorship, Corporation, Cooperative, Partnership, or S Corporation will be the best fit. Consult an attorney if you are not sure.
- 21** Consult with an accountant to determine state and federal tax withholdings. Decide if you want to pay in taxes quarterly or annually. Establish a monthly budget so that you can account for business expenses, taxes, and incidentals. This will also help you to create month over month income projections and establish a plan of action of what products or services you will promote and sell to generate the income needed.
- 22** Establish scripts to pitch and sell to your prospective clients
- 23** Create a new client on-boarding process. This will include questionnaires to collect data from your client, a formal welcome meeting where the client-provider relationship expectations can be addressed and a plan of action is outlined and deadlines are set. Also, create a follow up plan of action to keep your clients and prospective clients engaged and accountable.
- 24** Decide how you want to deliver your services. Will you offer in-person services or virtual services? What tools or resources do you need to purchase to assist you with this?

- 25** Write copy/content for website outlining your services and products. Make sure to include an about page, work with me or services/products page, blog, and contact page.
- 26** Hire a website developer to create your website or learn how to do it yourself. A WordPress website ideal.
- 27** Select your email and/or client relationship manager service provider. Convertkit, Getresponse, Ontraport, or Infusionsoft. There are many more, but these are some of the popular systems.
- 28** Create your content marketing game plan. Decide what medium you will use weekly to connect to your audience. Newsletters, Periscopes, YouTube, or podcasts. Write out a series of 100 topics you can teach from and then close with a call to action weekly.
- 29** Make a list of 20 benefits your products or services offer to your clients.
- 30** Write out 15 different call to actions to attract your ideal clients to invite into your sales cycle.
- 31** Create a freebie to offer. It must be jammed pack with answers to your prospective clients' needs and desires.
- 32** Hire a coach/consultant or solicit the help or advice from a mentor. You need to consult with someone who is not emotionally attached to your business and who has been where you are and equipped to give you insight that will help you cut your learning curve and save you costly mistakes.



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