



FROM A  
**SIDE HUSTLE**  
TO A  
**PICTURE PERFECT  
BUSINESS**



# Copyright

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# FROM A SIDE HUSTLE TO A PICTURE PERFECT BUSINESS

## START BY DOING SOMETHING THAT YOU LOVE

Managing your own business takes a lot of discipline and structure to be successful. It is important that you can start every day with a desire to work.

Time to brainstorm

1. **Can you be successful?** – The success or failure of your small business could boil down to whether or not you have a deep passion for what you are doing. Do you have to have the commitment and enthusiasm to make money? No, however your chance of failure will be higher if you enter the business venture only thinking about money. If the money doesn't come fast, you will be inclined to quit. If you care about what you are doing, you are more likely to stick with it!
2. **Do you actually have the required education/training or skill set needed?** – What are you good at? Take an inventory of the skills you have learned in both your professional career and your personal life. How will these skills relate to your small business?

Sometimes it can be difficult to recognize your own strengths and weaknesses, and it is important that you are honest with yourself in this step. It might be a good idea to enlist the help of others who know you well both personally and professionally. Make sure that this is someone who you know will be honest with you and will tell you the things that you need to hear and you are willing to listen to. (You may be surprised the things that you find out during this part)

3. **What do you like to do** – Let's be honest here, what you like to do and what you are good at may be two totally different things. You may like to do scrapbooking; you may be good at researching and explaining history. Just because you liked history class in school doesn't mean that you need to open a museum. Remember starting a new business will consume a lot of your time. Make sure that your business involves both what you are good at and what you like to do. For example, the person who likes to scrapbook can create classes to teach others, sell premade books and kits, and freelance with selling supplies.

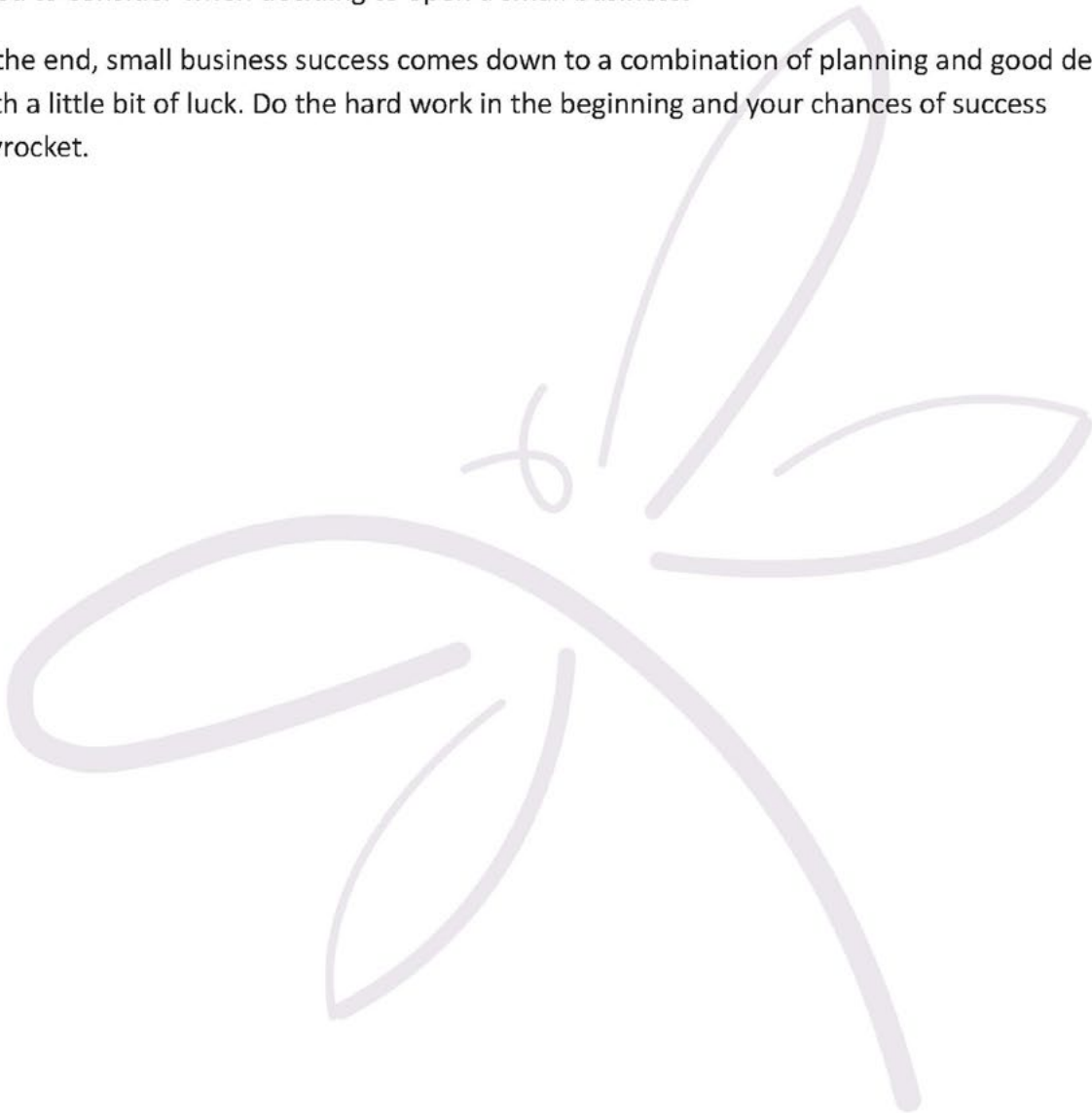




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**Other considerations** – There is a big difference between skills and strengths. Most small business owners are forced to wear multiple hats at once. You will need to be able to keep up with your accounting, marketing, record keeping, human resources, and state and federal requirements. Do you have the skills for these? Will you need to outsource these tasks? If so, what is your budget and do you have someone in mind? These are all important things you need to consider when deciding to open a small business.

In the end, small business success comes down to a combination of planning and good decisions with a little bit of luck. Do the hard work in the beginning and your chances of success skyrocket.



# FROM A SIDE HUSTLE TO A PICTURE PERFECT BUSINESS

What do you love to do?

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What are you good at doing?

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What are your professional and personal skills?

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What are your professional and personal strengths?

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What would you do all day long if you had the time?

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Is there a way to turn that activity into an income producing business?

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What skills do you have that would help you with this idea?

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What skills do you need to obtain for this idea?

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How are you going to obtain those needed skills?

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## DETERMINE A BUSINESS NAME



This name doesn't need to be fancy or particularly unique, to be successful. In fact, the business name itself will not ensure profitability, or lack of it. The purpose of a business name is to provide you with identity.

One simple way to start out is to call your business by your personal name. The main advantage to this is that you won't spend hours debating over various, more creative options. The downside to using your personal name is that it doesn't tell anybody what you do. Call your company by your last name

and add 'Accounting Service,' 'Lawn Maintenance,' 'Hair Salon,' In order to make it obvious what your company does.

**BY THE WAY, IT'S PREFERABLE TO USE YOUR LAST NAME BECAUSE SOME FIRST NAMES DON'T PRESENT THEMSELVES AS THE PROFESSIONALISM YOU WANT TO ENCOURAGE**

Another option is to play the locale where your business will be operating. You might choose to use the community, city, county, state, or region instead of your last name.

For example:

- Central Texas Accounting Service
- Mile High City Lawn Maintenance
- Southwest Hair Salon

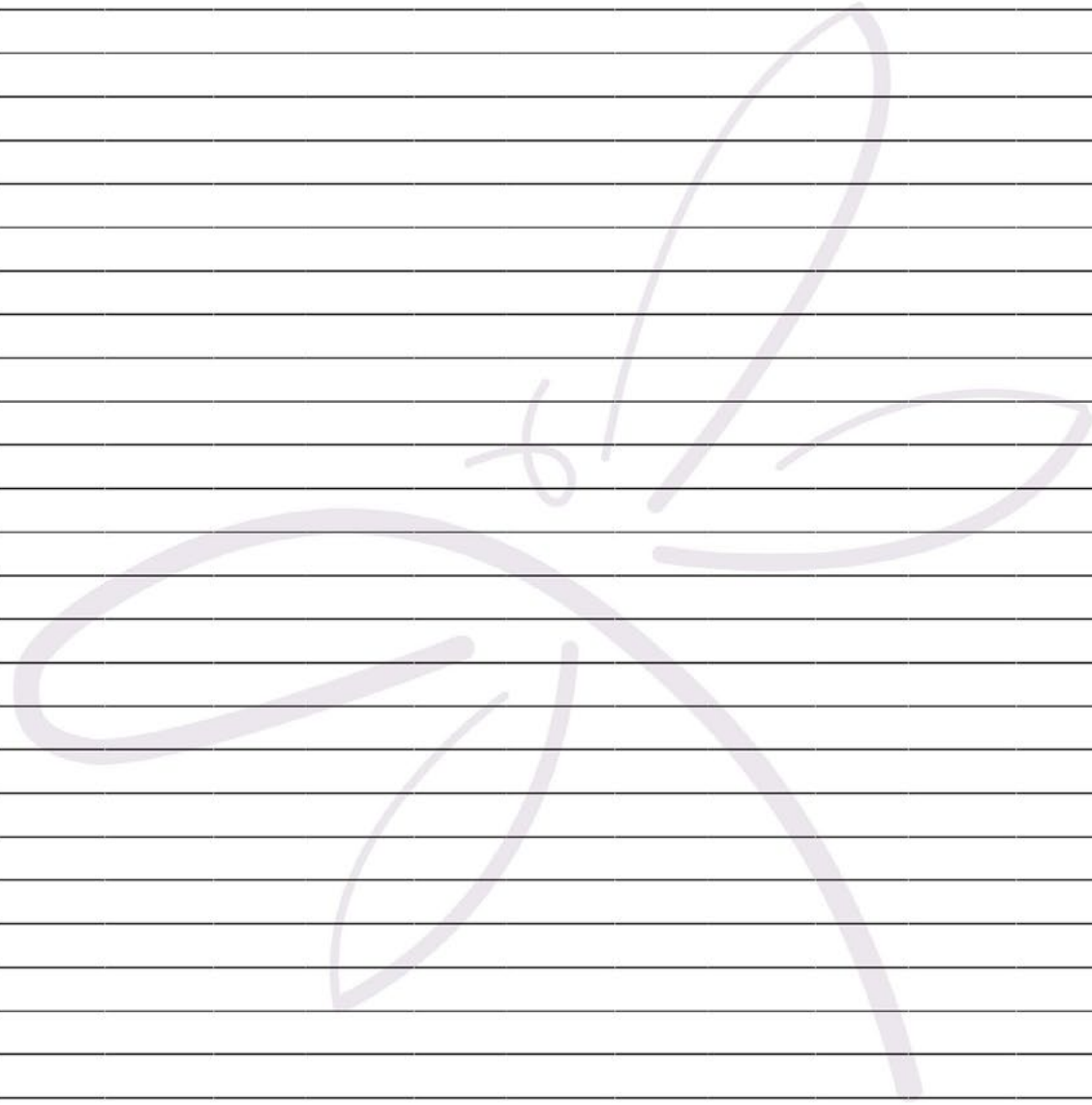
Be creative as you wish in the name, but remember it's a good idea to identify the service you perform. Don't spend too much time on this. While you are testing every name under the sun, you might be missing valuable clients. The name of your business is not the deciding factor in locating a client.

Once you have determined a good name to use, most states and counties will require that you register it. Usually for a small fee the state will protect your name against use by others for a period such as five years. This fee is well worth the cost. It ensures you are not operating and building your business with a name that someone else might have ruined with a poor reputation and protects you from someone taking advantage of your good reputation.

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Check with your county and state to learn more about these requirements.

Ideas For Names:



A series of horizontal lines for writing, with a large, faint, stylized drawing of a flower or star shape in the center.



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## OBTAIN A BUSINESS LICENSE

Most cities, counties, and occasionally even states, require that you get a business license to open a business providing services or products for a fee. To find out if your area requires you to obtain a business license, call your local county and city offices.

For most professions, the business license does not restrict you only to work with clients in the area of license. The main purpose of the business license is to ensure that your business location is in compliance with local zoning laws.

If you are required to get a license, there are a few things to remember. The cost of the license is usually less than \$100, some cities charging as little as \$15, a small amount when you consider the potential money you'll earn.

Most cities distinguish between commercial and home-based business. The home business license is usually less than the commercial license; so, be sure to choose the right licensing for you and your business.



Notes: \_\_\_\_\_

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## CREATE YOUR OFFICE/ WORK SPACE



With the business license in hand, you are ready for the world – legally. Now you need the equipment. One of the benefits of a home-based business is that the costs can be fairly low.

Your first rule of success for any home-based business is to stake out your territory. You need to locate a place in your home that is away from the main traffic path of the home and has as much solitude as you can find. If you have a separate room and circumstances allow, this is the best option; however, if nothing else, find a corner of a room that you can claim as yours.

### **Choose a location where you will have limited distractions.**

Stay away from the kitchen or dining room table. That's the worst place in the home. This area is, for most families, the busiest area in the house. Besides all the distractions, you constantly have to interrupt your work and set your papers aside for a meal. All the milk, ketchup, and whatever else you ate at the last meal must be cleaned before you can get back to work, or you might end up redoing your work.

What work space/supplies do I have?

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What work space/supplies do I need?

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## FIND YOUR TARGET AUDIENCE

YOU NEED TO FIGURE OUT WHO YOUR TARGET AUDIENCE IS AND WHERE THEY SPEND THEIR TIME. ONCE YOU HAVE THAT FIGURED OUT, YOU KNOW WHERE YOU NEED TO GO IN ORDER TO ATTRACT YOUR IDEAL CLIENT.



For all of my business, my primary audience is

\_\_\_\_\_, and my secondary audience is  
\_\_\_\_\_.

(IDEAS...)

The decision maker when it comes to buying my product or service.

Cares about

\_\_\_\_\_ & \_\_\_\_\_ & \_\_\_\_\_.

Also a shops or frequents these places

\_\_\_\_\_ & \_\_\_\_\_.

Frequents these blogs/social media platforms

\_\_\_\_\_ & \_\_\_\_\_.

Belong to these groups \_\_\_\_\_ & \_\_\_\_\_.

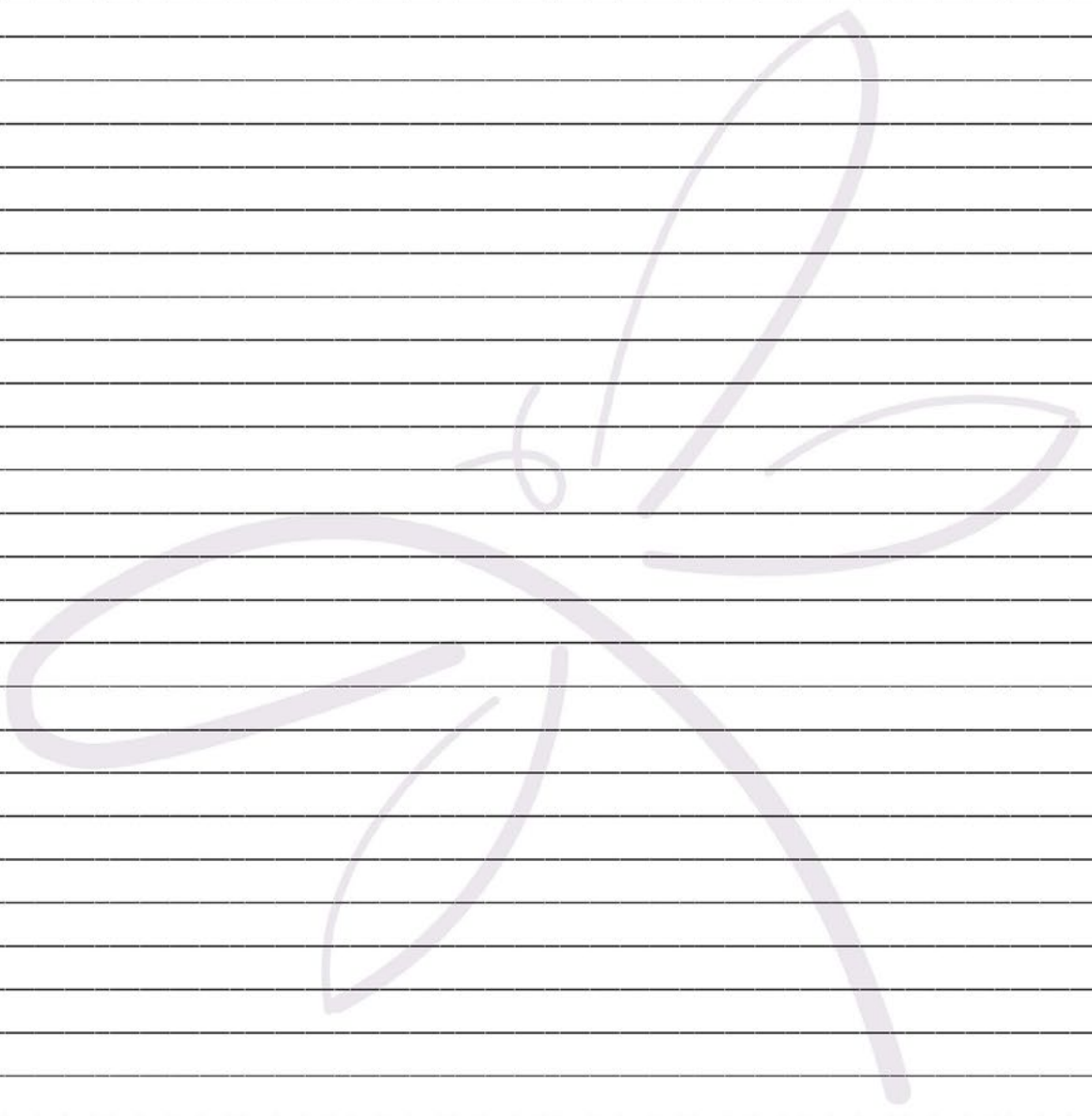
Struggles with \_\_\_\_\_ & \_\_\_\_\_.

I can help them by offering \_\_\_\_\_ & \_\_\_\_\_.

Finding clients is easier once you know what they care about and where they are.

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Notes

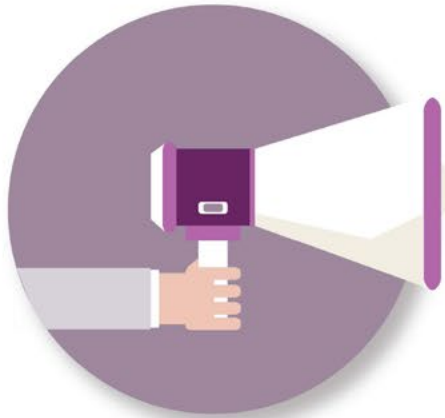


A large, faint, stylized drawing of a flower or leaf, centered on the lined paper. The drawing is composed of several curved lines forming a central stem and four large, rounded petals or leaves. The lines are light purple or grey, matching the header bar.



# FROM A SIDE HUSTLE TO A PICTURE PERFECT BUSINESS

## MARKET YOUR PRODUCT OR SERVICE



**NOW YOU ARE SET UP AND READY TO TAKE THE FIRST STEP. YOU NEED CLIENTS!**

No business will be successful without some form of marketing. Regardless of what those get-rich-quick schemers say, you will have to do more than just hang out a sign and start counting your money. You need to get the word out.

Any good marketing program requires that your company have an edge over your competition.

To emphasize my point let me tell you a story of three clothing stores, sitting side-by-side in a run-down shopping center.

*The main big store in this shopping center had closed which caused a major drop in traffic through the parking lot. Each clothing store owner was considering a way to improve sales. The owner of the store on one end decided to place a banner outside his store that displayed "Inventory Clearance Sale."*

*It worked! Customers were coming into his store instead of the other two.*

*In an effort to regain customers, and boost sales, the owner of the clothing store on the opposite end hung a banner that displayed "Year-End Clearance Sale".*

*It worked too! His old customers returned, and he gained some new ones.*

*The owner of the store in the middle was noticing all the customers going to the stores on either side of him. In a state of desperation, he proudly hung his banner about his door. His banner displayed "Main Entrance".*

*Each owner providing the same merchandise worked to get an edge over the competition. You too must seek an edge over your competition.*

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There are all types of advertising mediums we can use today. Each one from expensive freeway billboards and high-cost television advertising to social media and the internet might do a good job for a particular type of industry or niche and work poorly for others.

The word-of-mouth is the most effective and consistent marketing method for most businesses. It's inexpensive, it's the most direct approach, and it produces quick results. Social media has made word-of-mouth marketing essential for all businesses. Do not get overwhelmed and try to do ALL the online and social media platforms. Committing to too many platforms at once will eat up all your time, and you will get burnt out real quick. Start with one or two platforms, and then over time grow to incorporate more platforms as your business grows.



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## MAKE YOUR PRESENTATION

This step is probably the most feared of all! It doesn't have to be. In fact, it can be the most enjoyable if you have the right perspective. You must remember the reasons you started your business and what your goals are.

When creating your presentation, think about who your target client is and answer these six important questions they will probably have. Take those answers and wrap it up into your presentation.



**WHO ARE YOU?**

**WHAT SERVICE/PRODUCT DO YOU DELIVER AND FOR WHAT PRICE?**

**WHEN ARE YOU AVAILABLE?**

**WHERE CAN YOUR CLIENT RECEIVE YOUR PRODUCT/SERVICE?**

**WHY ARE YOU BETTER THAN YOUR COMPETITION?**

**HOW DOES YOUR CLIENT GET STARTED WITH YOUR COMPANY?**

By the way, you will get a "No", more often than you will get a "Yes." That's alright, just keep at it, use every pitch as a way to practice and fine tune your presentation.

Yes, marketing once started and properly prepared for, is easy and will lead you to the greatest and most rewarding success of your life as you overcome those anxieties that limit your advancement. Each time you make your presentation, the next time becomes easier. Pretty soon you're comfortable talking to virtually anyone and loving it; and, the more people you talk to about your product or service, the more clients will come your way.

Thousands of small business owners before you have proven it can be done. You, too, can be successful. **Now, do it!**

# Can Profit First Help Your Business?

## Questions to ask yourself:



Do you have your own business and find yourself pressed for time while using all your free time to try to catch up with your bookkeeping tasks?



Want to know where you stand financially and worry because you can't seem to keep your business and personal monies separate?



Dislike working with numbers and get stressed out with your lack of knowledge concerning bookkeeping rules and QuickBooks?



Want to run your business with the most up to date and accurate information but don't want the expense of hiring an employee to do your books?



Are months behind in entering your financial data and feel that you are too unorganized to stay focused or make those important management decisions?



Does thinking about payroll, payroll taxes and payroll compliance makes you sweat?

If you said yes to any of those, Venus Michael can help!

## Learn More

Thank you for downloading  
***From A Side Hustle To A Picture Perfect Business***

We hope you found this information useful. If you're interested in exploring the concepts contained in this book, please go to:

[www.VenusMichael.com](http://www.VenusMichael.com)





## About The Author

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Venus Michael is a Certified Bookkeeper & Accredited Profit First Professional offering all the conveniences of having your own office support without the expenses that come with having a staff on your payroll.

**In her long career (20+ years) , she has had the pleasure of helping companies of various sizes to:**

- Regain control of their profit margin.
- Have the right tools.
- Confidently acquire the outside funding needed.
- Stay organized to have access to the information necessary to make the decisions concerning their company growth.
- Assist in multiple IRS Audits.
- Educate the public to understand IRS regulations and IRS Tax Laws.



## Venus Michael is a Profit First Professional

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Venus has teamed up with Mike Michalowicz and his Profit First organization to help eradicate entrepreneurial poverty.

She is one in only a select few bookkeepers that is certified to work with the Profit First Cash Management System.