



GUIDE

HOW TO START YOUR OWN BUSINESS

DISCOVER THE BEST STRATEGIES TO
START YOUR BUSINESS WITH SUCCESS



Hi!

I'M SALLY.



I am 23 years old and work full time as a Risk Analyst. In addition, I do business consulting and manage two startups.

Do you dream of being your own boss and launching your own company? Don't feel overwhelmed, **many share that aspiration!**

Although starting a business may seem complex, there are key steps you can take to get closer to your goal.

In this guide I will walk you through the process of starting your business venture, providing you with valuable tools and knowledge. From defining your idea to getting started, I will equip you with strategies to overcome challenges and achieve success.

Remember, the key to confident entrepreneurship lies in planning, research and adaptation. With the solid foundation I will provide, you will be able to shape your dream and become a successful entrepreneur.

DO YOU NEED
ANY HELP?

SCHEDULE A MEETING



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STARTING YOUR OWN BUSINESS

**Can be an exciting and rewarding
venture...**

**But it also requires careful
planning and execution.**

This workbook is designed to guide you through the process of starting your own business, from defining your business idea to launching and growing your venture. Follow the steps outlined in each section to develop a solid foundation for your business and increase your chances of success.

Defining your business idea

Identify your passion → what are you passionate about? What skills or expertise do you possess that you can leverage to start a business?

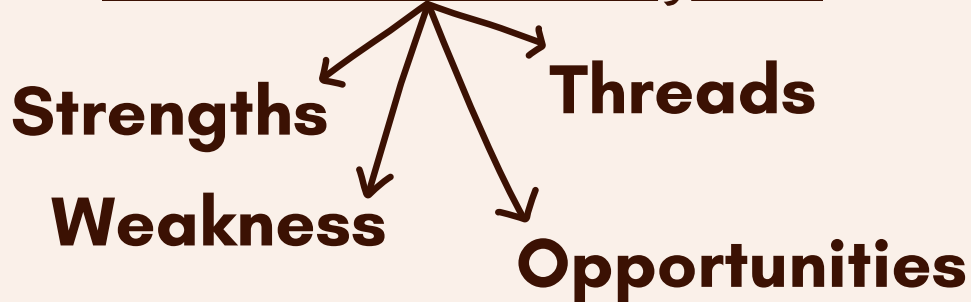
Identify a market need → conduct market research to identify gaps or opportunities in the market that your business can address. What problems or pain points can your business solve?

Evaluate your idea → assess the feasibility and viability of your business idea. Is there demand for your product or service? Can you differentiate yourself from competitors?

Refine your idea → refine your business idea based on feedback from potential customers, industry experts, and mentors. What adjustments or improvements can you make to better meet market needs?

FRAMEWORK

SWOT Analysis



Conduct a **SWOT Analysis** to assess the internal and external factors that may impact your business idea. Use this analysis to identify areas of strength to leverage and areas for improvement or mitigation.

FRAMEWORK

SWOT Analysis

Strengths

Threads

Weakness

Opportunities

Planning your business

Create a business plan → develop a comprehensive business plan outlining your business concept, target market, value proposition, marketing strategy, operational plan, and financial projections.

Define your target market → identify your target customers and understand their demographics, preferences, and behaviors. How will you reach and attract your target market?

Choose a business structure → decide on the legal structure of your business (e.g., sole proprietorship, partnership, LLC) and register your business with the appropriate authorities.

Secure funding → determine how much capital you need to start and operate your business, and explore funding options such as personal savings, loans, grants, or investors.

FRAMEWORK

Business Model Canvas

Use the Business Model Canvas framework to visualize and assess the key components of your business model, including customer segments, value propositions, channels, revenue streams, and cost structure.

FRAMEWORK

Business Model Canvas

Key Partners	Key Activities	Customer Segments
	Key Resources	
Value Propositions		Customer Relationships
Cost	Channels	

Setting up your business

Choose a business name → select a unique and memorable name for your business that reflects your brand identity and resonates with your target market.

Register your business → register your business name with the relevant government authorities and obtain any necessary licenses or permits to operate legally.

Set up your workspace → create a dedicated workspace for your business, whether it's a home office, co-working space, or commercial property. Equip it with the necessary tools and resources to support your operations.

Establish your brand → develop your brand identity, including your logo, colors, fonts, and messaging. Create a website and social media profiles to establish an online presence for your business.

FRAMEWORK

Brand Identity

Define your brand identity using a framework that outlines your brand values, personality, voice, and visual elements. Use this framework to ensure consistency across all brand touchpoints.

FRAMEWORK

Brand Identity

Values	Personality
Voice	Visual Elements

Launching your business

Develop a marketing plan → create a marketing plan outlining how you will promote your business, attract customers, and generate sales. Consider various marketing channels such as digital marketing, social media, email marketing, and networking events.

Launch your product or service → introduce your product or service to the market through a soft launch or grand opening event. Generate buzz and excitement around your launch to attract attention and customers.

Provide excellent customer service → focus on delivering exceptional customer service to delight your customers and build loyalty. Respond promptly to enquiries and feedback, and continuously strive to exceed customer expectations.

Monitor and adjust → monitor key performance indicators (KPIs) such as sales, customer acquisition cost, and customer satisfaction. Evaluate your progress regularly and make adjustments to your strategy as needed to optimize results.

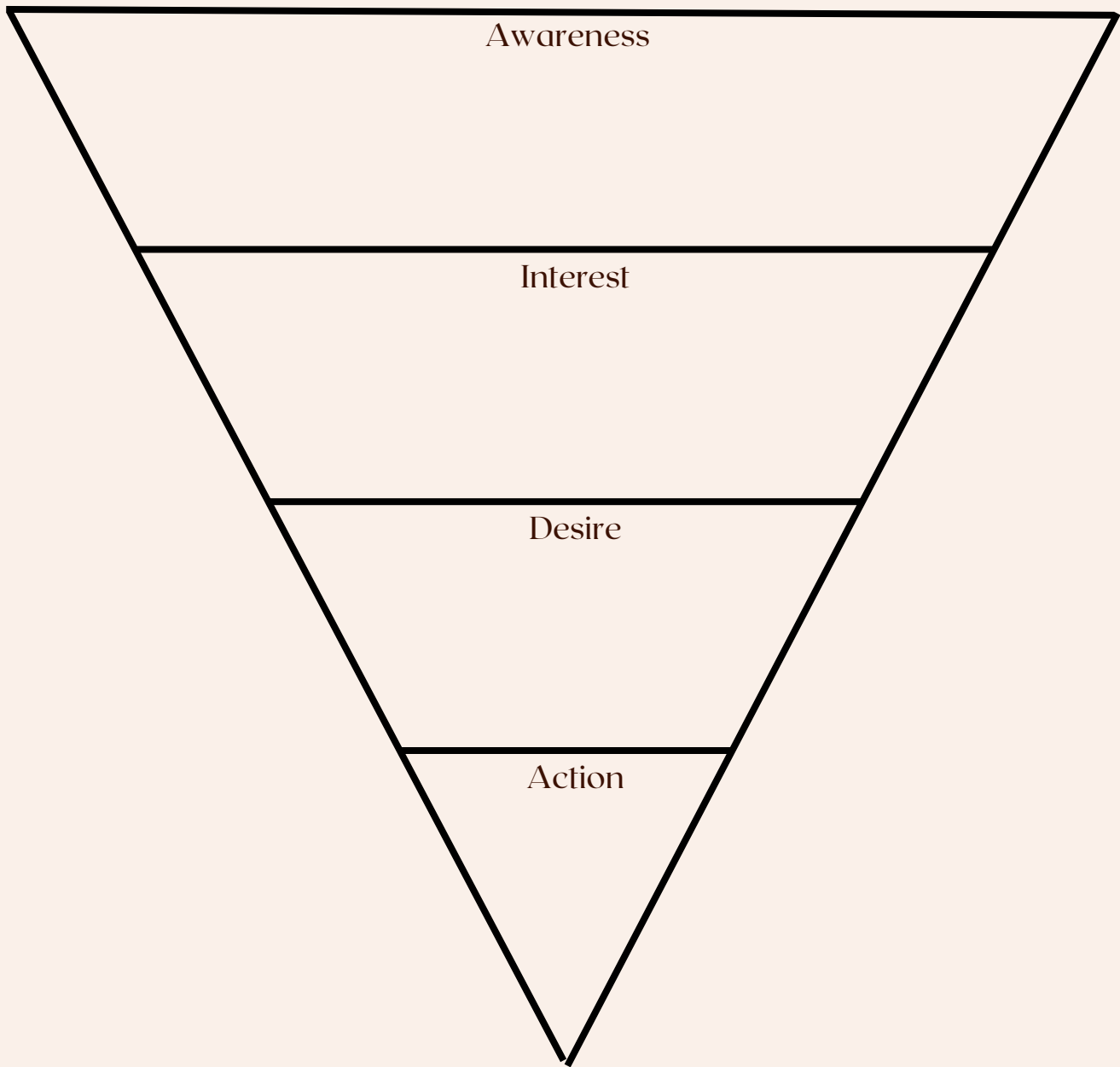
FRAMEWORK

Marketing Funnel

Develop a marketing funnel framework that outlines the customer journey from awareness to conversion. Identify touchpoints and tactics at each stage of the funnel to attract, engage, and convert leads into customers.

FRAMEWORK

Marketing Funnel



GROWING YOUR BUSINESS

Expand your offerings → explore opportunities to expand your product or service offerings to meet the evolving needs of your customers. Consider introducing complementary products or entering new market segments.

Scale your operations → Scale your operations to accommodate growth and increase efficiency. Invest in technology, automation, and talent to support your expansion while maintaining quality and customer satisfaction.

Build partnerships → form strategic partnerships with other businesses or organizations to extend your reach, access new markets, and enhance your value proposition. Collaborate with complementary businesses to cross-promote products