

You Can Start a Home-Based Business Right Now!

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Expert, Free Counseling

Your Small Business Center, Coastal Carolina CC

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Starting a home-based business *now*. *

Questions to answer ... Before You Begin.

How will you deal with the Coronavirus issues?

Can you live and work in the same space?

Where in the home will the business be located?

What adjustments to living arrangements will be required?

What will you be selling? Services, Products, or Both?

Do you have the skill sets needed to make it happen?

How important will the Internet be for the business?

What are your risk factors?

How many hours each day can you devote to selling?

How much money will be needed to start the business?

Will you have to increase your debt to start the new home-based business?

Build a 2021 Strategic Business Strategy

Rely on business experiences, critical lessons learned and observations of how competitors managed their business in previous "tough times".

Six Manageable Issues that may help us keep the doors open, hold on to key employees, retain previous customers and find new customers as well.

- Money Management
- Marketing and Sales
- Loans and Funding
- Exit Strategy
- Staffing

- Serve and Help Your Community

1. Money Management

How to pay the bills this week, next week, and as long as the crisis lasts?

List your **FIXED EXPENSES**. The must do and must have item.

Prioritize them.

Taxes, Rent, Utilities, Staff, etc

If you do not have any funds available now to pay bills that are due, call the creditors and make arrangements for partial payments, grace period without interest or penalties.

Urgent. Do not wait. Call them today.

VARIBLE EXPENSES, Flexible expenses.

Analyze and cut unnecessary costs that aren't producing revenue or securing key business functions.

Enhance Positive Cash Flow. Add Marketable Profit Centers

Find new & additional financial sources of revenue

Kick up your Creativity Levels with new the sales and marketing programs

Credit Lines, Credit Cards. Analyze the available balances.

Plan to maximize their effectiveness if used to help you achieve your new strategy goals.

During the crisis, pay the minimum amount on all monthly credit card and credit line statements on the day they arrive in your mail box.

Paying early will improve your credit score and ratings.

Use'm or Loose'm. During serious national economic downturns, bankers will often times drastically lower your credit card and unsecured credit line limits with little or no notice, especially if you have not been using the credit lines on a regular basis.

They do this to reduce their overall contingent liabilities and to protect their stock holders from losses.

Action: Even if with very small purchases.

Use all the cards you may have to keep them active and avoid credit limits being reduced.

2. Marketing and Sales

Make sure to communicate clearly and consistently with your customers.

If you are open for business, make sure they know that and how to interact with your organization.

Make it easy for them to purchase your product and services.

Use your social media presence to keep your customers up to date.
If you typically don't use social media, now is time to build one.
Implement a newsletter or series of emails to your customers if you aren't already doing so.
Be creative and find new opportunities to market and sell.

Three Must Do's.

Consider new ways to DELIVER your service or product.
Create UP SALES opportunities for your customers.
Stop "Take It or Leave It" marketing and price tag messaging.

Demand?

What are your customers telling you?
Understand the needs and wants of your area.
FREE SURVEYING TOOL: *Google your zip code demographics*

<https://www.zipdatamaps.com/28335>

[Updated ... - Zip Code 28335 Profile, Map and \[](#)
[ZIP Code 28335 - Dunn, NC zip codes, maps, area codes, county, po](#)
[income, schools, demographics , area code.](#)

Dreams -> Goals -> Set Priorities and Make it Happen.

Ask and answer to yourself:

What is the revenue goal for my business per month?
How many hours per month will I devote to actually selling and/or providing billable services for my business?

Now we can answer 2 important questions needing to be answered before we can complete

your business plans.

- How much should you plan to spend on marketing?

Answer: $6.5\% \times$ your revenues goal.

If the goal is \$20,000. Marketing budget \$1,300.00

- How much per hour will you need to produce in order to reach your revenue goals?

Answer: Divide revenue goal / your hours.

If the goal is \$20,000.00 per month. 40 hours per week at work.

20 hours per week producing income \times 4.3 weeks = 86 hours

$\$20,000.00 / 86.0$ hours..... Per hour performance: \$ 232.55

Figure out your profits. How much will people pay for your services?

Can you make a good income doing this this?

Create a business plan.

REVENUES

\$ $< E$



WHAT'S LEFT?
\$\$ \$\$

Why have a business plan?

To give:

You the information needed before investing time, talents and treasure.

Your investors the information needed before investing.

A document to help your chart a course for all future years in business.

Help avoid unexpected pitfalls and expenses.

Helps you:

- Become “legal”.
 - Incorporate or not?
 - Secure EIN “Fed ID Number”
 - Business registration license.
 - Work through zoning and signage issues for your business type and office location.
 - List risk and the risk management tools you’ll need to survive.
7. Create a Vision Statement and a Mission Statement,
 8. Determine – estimate your startup cost.

The big question for the business plan: What’s Left?

Keep it simple.

The model for each revenue generator – marketable profit center model will:

1. Estimate the cost and related expenses to bring the product / service to the retail market including CODB, targeted marketing expenses, investments.
2. Project the gross sales/income/revenue the product / service will generate within a period of time.
3. When you deduct the expense estimates from the gross revenues generated, you will see **What’s Left.**

Building the Business Plans - Revenue and Expense Projections using the “Models”

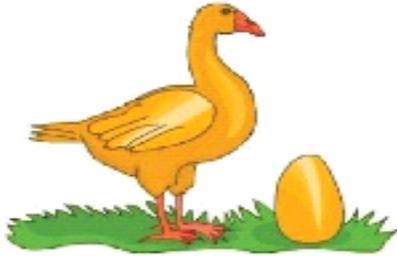
Revenues generated by	+ /-
+ Marketable Profit Center to increase daily TRAFFIC	\$ _____
+ Marketable Profit Center bringing in NEW CUSTOMERS	\$ _____
+ Marketable Profit Centers with HIGH MARGINS and turns	\$ _____
+ Marketable Profit Center to promote REPEAT BUSINESS	\$ _____
+ Marketable Profit Center to create BIG TICKET sells	\$ _____
Total Projected Revenues and Profits	+ \$ _____ subtotal
+ Other Invested or Borrowed Funds	+ \$ _____

Less expenses grouped as:

One-time start-up cost and fee<- \$ _____ >
 Marketing Plan's Budget.....<- \$ _____ >
 Cost of Doing Business (CODB) expense <- \$ _____ >
 Staffing and Employment Related Costs... <- \$ _____ >
 Other expense grouped models.....<- \$ _____ >
 Debt payments<- \$ _____ >
Projected Cash Flow, Return on Investment What's Left?
 Sustainability Indicators \$ _____ .00 +/-

Targeting the Right Customers - Create a Marketing Plan
Start with low hanging and ripe fruit. Then think big.
The Marketing Plan should tell you *What's Next*.

MY MARKETI



THE GOLDEN GOOSE

WH

"DO YOU KNOW
SOMEONE IN THE MARKET?"
"WHEN?"

"WHAT WOULD
BE YOUR NEXT
PURCHASE?"

*** MAGIC
MARKETING
MOMENT ***

100% SATISFACTION
FOLLOW-UPS
FEED DATABASE
WITH CONTACT INFO
MAKE DEPOSITS



THE
GOLDEN
EGG

ME
"B"
CL

The Marketing Plan will tell you What's Next

2021

January						
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31						

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<https://www.vertex42.com/calendars/printable-calendars.html>

Printat

Getting started with the learning process.

Enhancing business skills.

Marketing plans and budgets.

Learning the difference in marketing and advertising.

Master up selling to create fast route to higher profits.

Know how to set and maintain the right standards.

Professionalism., Talent., Customer service, Hospitality., Housekeeping.

List the revenue sources (marketable profit centers) of your business.

Describe	Annual Sales Projection
• _____	\$ _____
• _____	\$ _____
• _____	\$ _____
• _____	\$ _____
• _____	\$ _____
• Annual sales revenues projection: \$ _____	
• X 6.5% = annual target marketing budget.	

Launch your business.

7 Got to Do First Challenges to make happen when you want to jump start or re-start your business.

- Find / secure convenient and dependable access to high-speed Internet service at home, at the library, etc. You need a place you can return to as often as needed.

- Secure a credit card that you can use when setting up accounts with the Banks, Google My Business, Face Book.

- Write down and then practice (several times every day) your 20-45 seconds "business introduction speech.

- Set up or have someone hold your cell phone and VIDEO RECORD your intro speech. Keep doing it, over and over, until you are satisfied with the video.
Save it the best one and delete all the others.

- Activate your Face Book personal page.

NOW YOU ARE READY TO:

- Activate a Face Book Business and/or Events pages
- Activate your “Google My Business” account, web page and marketing support programs.

Don't wait until everything is just right. It will never be perfect.

Ask questions. Share comments. Email feedback to carvstv@aol.com

THANK YOU
God Bless You and Your Family

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**** Disclaimer.... Summarized Free Advice**

The information offered here is general in nature, based on years of small business experiences and observations and interactions with many thousand entrepreneurs when presenting over eight hundred seminars and helping hundreds to start new businesses over a fifty-year period of time. Seminar and Webinars presentations do not take into account the specific and private circumstances of attendees and/or participants and should not be acted on without full understanding of each individual current situation, future goals and objectives by a fully qualified certified and licensed advisor. In doing so you risk making commitment to a product and/or strategy that may not be suitable to your needs.

Respectfully submitted with Best Wishes,
Anthony Steven Carver

Steve's Calendar

Mar 08 Monday..... Start Internet Selling Business-Basics
 Mar 10 Wednesday Start Trucking Business
 Mar. 18 Thursday Improve your credit score
 Mar. 22 Monday..... Start Lawn Maintenance Landscape Business
 April 08 Thursday... Start a salon or barber shop business
 May 05 Wednesday Forecasting and Negotiating Skills
 May 11 Tuesday... What's the business worth? Buy-Sell
 July 15 Thursday... Start a Home-Based Business
 July 20 Tuesday..... Marketing with DBS. Doing Business As.

