COMPREHENSIVE BUSINESS START-UP

Workbook

by Coach Cheryl Thacker

SCE COACHING ACADEMY

DISCLAIMER:

This planner is developed as an aid and for information. It should not be used or considered as legal advice. We encourage you to seek legal counsel when building your business.

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Why did you start your business?

Congratulations! Starting a business is no small feat. Many people have amazing ideas but don't put the effort into building a business. This business is probably very special to you. Let's document it.

Why did you start your business?

Why does this matter so much to you?

What is at stake if you don't do this?

What would happen if you were successful?

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What is your business?

One of the most important aspects of starting a business is to have a clear vision of what it's about. It will help you gain a firmer grasp on your goals and concisely explain your business to anyone who asks.

What is your business all about?

Make an elevator speech. Summarize the above into a short 1-2 sentence explanation. The more concise and clear you are, the better.

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What are your goals for your business?

Goals are powerful tools that can motivate and keep you inspired to continue working hard. Come up with short-term and long-term goals for your business. Make sure you get specific and detailed.

Where do you want your business to be in one year?

Five years?

Ten years?

Do you want your business to grow so large that you need other people to manage it? Or do you always want complete control?

☐ Large ☐ Complete Control ☐ Somewhere in-between ☐ Don't know

How much financial growth do you want to see every year?

Is this business full-time or part-time for you? ☐ Full-time ☐ Part-time

Do you feel like your above answer will always be the case? Why?

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What products or services do you offer?

Successful businesses are all about offering something people want/need. This starts with having a solid vision of what this/these things are, and how you will execute them. As you build up a customer base, you will see that their needs will increase, and they may even request additions to what you offer. Planning ahead for this helps you to be prepared.

Describe your product like you would to a customer:

How it could grow over time:

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Your Customer Persona: Demographics

Understanding your ideal customer will help you develop products and your future marketing and advertising strategies. Creating a vision of who your customer is known as a "customer persona." Even the smallest details helps you see precisely how to improve. Complete this page to build a persona of your customer. You might also create other personas of secondary buyers.

Name:

Age:

Gender:

Relationship Status:

Religious Affiliation:

Location:

Occupation:

Annual Income:

Income Leftover from Bills (Can they afford you?):

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Your Customer Persona: Psychographics

Motivations:

Goals:

Frustrations:

Biggest Fears:

What drives them:

Brands they love:

Brands they don't love:

Who they look up to:

Who they dislike/kind of people they avoid:

Bio:

Day in the life:

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Your Business Registration

Depending on where your business is in its growth process, you should definitely consider how to register it. Different countries have different names and processes for registration. On this page, your goal is to document your registration information, or gather the information you will need to register if you haven't. Keeping this handy for when you decide to start the process.

Business Name: _____

Business Address: _____

_____

Names of Partners:	**% Share:**
_____	_____
_____	_____
_____	_____
_____	_____

Employee Identification Number(s)/EIN (for tax purposes):

_____

_____

Company Shares/Shareholders (if applicable):

_____

_____

Registered Agent (if applicable):

_____

_____

Licenses and Permits (if applicable):

_____

_____

Existing Registry Details if Already Obtained:

_____

_____

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Trademark, Patent or Copyright

For many businesses, it's important to have certain legal protections in place. Some of these are confusing. Here is a quick rundown of the differences between a trademark, patent, and copyright:

TRADEMARK

This kind of protection applies to a name, logo, or slogan that sets a product or service apart. An example of a trademark would be the golden arches of McDonald's. They don't say the name of the company, but they symbolize it and make it easily recognizable.

PATENT

A patent is something usually applied to a unique process, or equipment. This gives them total power over their invention for up to 20 years. This includes the manufacturing, import/export, selling, and usage of the invention.

COPYRIGHT

You can apply for a copyright for original "fixed" works such as poems, sculptures, musical compositions, or film pieces.

On the next page, consider which of these might apply to your business.

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Which aspects of your business apply to a TRADEMARK?

If you have a Trademark already, fill in the details here:

Which aspects of your business apply to a PATENT?

If you have a Patent already, fill in the details here:

Which aspects of your business apply to a COPYRIGHT?

If you have a Copyright already, fill in the details here:

If you haven't applied for any of these, why? What are your next steps?

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Insurance

You probably know all about medical, home, and car insurance. However, for business insurance, there are several kinds that cover specific things. Here are 7 of the most common types of business insurances to be aware of. (Remember that not all businesses will need it, there is no one-size-fits-all plan, and each will have to be tailored to the specifics of your business).

Business Interruption: This applies if you want to make sure a catastrophic event that affects your business operations doesn't mean you lose everything.

Product Liability: This is necessary for your protection if your business is selling products of any kind.

Professional Liability: This policy will vary depending on your business, but is generally used for negligence claim protection.

Property: Just like homeowner's insurance, property insurance protects your business's property from damages by fires, storms, or theft. Other policies connected to property insurance can apply to other details and risks your business property might be subject to.

Vehicle: If your business uses vehicles, you need to get vehicle insurance to protect you in the event of an accident.

Workers' Compensation: If and when you have employees (more on that later), it is crucial to make sure you cover any injuries or medical conditions during their employment.

On the next page, mark down which insurance(s) you might need for your business, as well as the details for each.

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Business Interruption

☐ Yes ☐ No

Pertinent details about the coverage:

Cost:

Renewal Date:

Notes:

Product Liability

☐ Yes ☐ No

Pertinent details about the coverage:

Cost:

Renewal Date:

Notes:

Professional Liability

☐ Yes ☐ No

Pertinent details about the coverage:

Cost:

Renewal Date:

Notes:

Property

☐ Yes ☐ No

Pertinent details about the coverage:

Cost:

Renewal Date:

Notes:

Vehicle

☐ Yes ☐ No

Pertinent details about the coverage:

Cost:

Renewal Date:

Notes:

Workers' Comp

☐ Yes ☐ No

Pertinent details about the coverage:

Cost:

Renewal Date:

Notes:

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Website Domain Name(s) & Details

Every business needs a website nowadays. People visit websites to get a feel for what your business is and decide whether they would like to use your services. Sometimes it's difficult to keep track of your website's information, especially if you're running multiple websites for your business ideas! You also need to keep track of visitor analytics to see what works to bring in customers and what doesn't. Record your domain names, and analytic tracking tools here. Make copies of this page for other domains.

Website Domain: _____

Back Office Password: _____

Tracking Tool 1: _____

What does it track? _____

_____

Tracking Tool 2: _____

What does it track? _____

_____

Tracking Tool 3: _____

What does it track? _____

_____

Tracking Tool 4: _____

What does it track? _____

_____

Tracking Tool 5: _____

What does it track? _____

_____

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Client/Customer Contact Information

As your business develops, you will see repeat customers/clients. If you have an email list, you'll also find that you have a long list of potential customers/clients that may or may not have requested your services or hired you yet. For this workbook, we're going to focus on people that keep coming back for your products/services. This can help you decide if you want to offer them a freebie, or another kind of deal for being a loyal customer. It will also allow you to make them feel special by remembering them. This will help your business's image, and give them some inspiration to tell their friends about you, or leave a 5-star review!Keep track of your repeat customers and how often you see them.

Name: _____
Email: _____
Phone Number: _____
Address: _____
_____
Usual Order/Service: _____
_____
How Often they Return: _____

Level of Difficulty (1-10 Scale):
1 2 3 4 5 6 7 8 9 10

Name: _____
Email: _____
Phone Number: _____
Address: _____
_____
Usual Order/Service: _____
_____
How Often they Return: _____

Level of Difficulty (1-10 Scale):
1 2 3 4 5 6 7 8 9 10

Name: _____
Email: _____
Phone Number: _____
Address: _____
_____
Usual Order/Service: _____
_____
How Often they Return: _____

Level of Difficulty (1-10 Scale):
1 2 3 4 5 6 7 8 9 10

Name: _____
Email: _____
Phone Number: _____
Address: _____
_____
Usual Order/Service: _____
_____
How Often they Return: _____

Level of Difficulty (1-10 Scale):
1 2 3 4 5 6 7 8 9 10

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Partner Contact Information

If you have business partners, it's important to keep in touch with them to discuss any important things that come up. You should also each have clear roles within the business, so everyone can lean into their strengths to work together and help it grow. Being able to communicate clearly with each other and know each other's roles will allow you to make the best possible decisions together that will propel your business forward.

Name: _____
Title/Role: _____
Email: _____
Phone Number: _____
Address: _____
_____
Percentage of Ownership: _____
What They Do: _____
_____
Strengths & Weaknesses: _____
_____
_____

Name: _____
Title/Role: _____
Email: _____
Phone Number: _____
Address: _____
_____
Percentage of Ownership: _____
What They Do: _____
_____
Strengths & Weaknesses: _____
_____
_____

Name: _____
Title/Role: _____
Email: _____
Phone Number: _____
Address: _____
_____
Percentage of Ownership: _____
What They Do: _____
_____
Strengths & Weaknesses: _____
_____
_____

Name: _____
Title/Role: _____
Email: _____
Phone Number: _____
Address: _____
_____
Percentage of Ownership: _____
What They Do: _____
_____
Strengths & Weaknesses: _____
_____
_____

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Social Media/Email Accounts

Social media is a good way to show off your brand, who you are, what you do, and more. Depending on your business, your choice of social media platforms will vary. For example, a law firm may not get as much traffic from Pinterest as a handmade, funky candle company. You want to be where your ideal customers hang out. Track your social accounts here.

Platform: _____

Handle: _____

Email Address Used:

_____

2 Factor Authentication (2FA):

☐ On ☐ Off

2FA Recovery Number: _____

2FA Recovery Email:

_____

Password Hint: _____

_____

Platform: _____

Handle: _____

Email Address Used:

_____

2 Factor Authentication (2FA):

☐ On ☐ Off

2FA Recovery Number: _____

2FA Recovery Email:

_____

Password Hint: _____

_____

Platform: _____

Handle: _____

Email Address Used:

_____

2 Factor Authentication (2FA):

☐ On ☐ Off

2FA Recovery Number: _____

2FA Recovery Email:

_____

Password Hint: _____

_____

Platform: _____

Handle: _____

Email Address Used:

_____

2 Factor Authentication (2FA):

☐ On ☐ Off

2FA Recovery Number: _____

2FA Recovery Email:

_____

Password Hint: _____

_____

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Misc. Passwords

Whether you're starting or running a business, chances are you will collect lots of different tools, websites, and other things you have to log into whenever you need them. This can get a bit overwhelming when you also have all your passwords to sift through on whatever other tool you have holding them all. You can store your passwords using a tool like LastPass but sometimes having an offline record of hints can be very helpful.

Site/Tool:	Password Hint:

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Branding

Every business needs good branding to help it stand out and be easily recognizable. You also want your branding to match your type of business. Take some time to reflect on your business, what it's all about, and develop your branding if you haven't already. Search the web for inspiration, and you can also play with websites like coolers.co and mixfont.com to see what kind of colors and fonts you feel fit your business the best. Save all your branding info, so you can easily refer to it for designs across social media.

COLORS

Base Color:	Neutral Color:	Accent Color 1:	Accent Color 2:	Accent Color 3:	Extra Colors

FONTS

Main Font:	Stylized/ Accent Font:	Extra Font:

Inspiration Website Name 1: _____

What You Love About It: _____

Inspiration Website Name 2: _____

What You Love About It: _____

Inspiration Website Name 3: _____

What You Love About It: _____

Inspiration Website Name 4: _____

What You Love About It: _____

Inspiration Website Name 5: _____

What You Love About It: _____

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Competition Inspiration

Now we will get into how you can use your competition to inspire you to do better. You don't want to copy your competition, but you can gain insight into the best practices they have that bring in their customers and apply those habits in your own way. Check out your competition, and fill in what about each one inspires you to improve your own business.

Competition Brand 1: _____

How frequently do they post on social media?

☐ Multiple times a day ☐ Once a day ☐ Once a few weeks ☐ Hardly ever

Social media platform with largest presence: _____

How frequently do they email?

☐ Multiple times a day ☐ Once a day ☐ Once a few weeks ☐ Hardly ever

They are best at... _____

_____

How can you apply this information?: _____

_____

Competition Brand 2: _____

How frequently do they post on social media?

☐ Multiple times a day ☐ Once a day ☐ Once a few weeks ☐ Hardly ever

Social media platform with largest presence: _____

How frequently do they email?

☐ Multiple times a day ☐ Once a day ☐ Once a few weeks ☐ Hardly ever

They are best at... _____

_____

How can you apply this information?: _____

_____

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Expense List for Tax/Efficiency Tracking

We've done all the fun stuff. It's time to get serious. Business expenses are very important to keep track of. They help you figure out if you are charging properly for your products/services and are also important to know for tax purposes. It'll also show you where you might be wasting money on things that are not a priority

Title	Cost	Renewal	Effectiveness (if applicable)
Website Hosting			
Domain Name			
Retirement Contr.			
Online Tool/Service 1			
Online Tool/Service 2			
Online Tool/Service 3			
Online Tool/Service 4			
Online Tool/Service 5			
Insurance			
Licenses/Permits			
Rent			
Electricity			
Water			
Phone/Cell Phone			
Electronic Equip.			
Office Equipment			
Office Supplies			
Travel			
Payroll			
Business Dev./Courses			
Office Furniture			
Meals			

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Expense List for Tax/Efficiency Tracking

Title	Cost	Renewal	Effectiveness (if applicable)
Specific Service Prov. 1			
Specific Service Prov. 2			
Specific Service Prov. 3			
Specific Service Prov. 4			
Specific Service Prov. 5			

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Monthly Profits & Profit Goals

Now that you have your expenses worked out, you need to know your profit and set some profit goals. A business won't be successful just breaking even or losing money. Profits help you live the lifestyle you want, expand your business, and so much more. This is why it's so important to keep track of them!

	MONTHS											
Profits												
Profit Goal for Next Month												
Profit Goal for Next Year												
Profit Goal for 5 Years												

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Budgeting Sheet Design Guide

It's time to create an accounting/budget spreadsheet to help you keep track of everything. This can help you prevent your business from going under and show you when you can splurge on extra business things you might want. Before creating your spreadsheet, brainstorm what you want to focus on first.

Columns:

- [ ] Category
- [ ] Budget
- [ ] Actual
- [ ] Difference

Row Items:

- [ ] Website Hosting
- [ ] Domain Name
- [ ] Retirement Contributions
- [ ] Insurance
- [ ] Licenses/Permits
- [ ] Electronic Equipment
- [ ] Office Equipment
- [ ] Office Supplies
- [ ] Travel
- [ ] Payroll
- [ ] Business Development/Courses
- [ ] Rent
- [ ] Electricity
- [ ] Water
- [ ] Phone/Cell Phone
- [ ] Meals
- [ ] Office Furniture

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Working Schedule

Each business requires you to do multiple daily duties. Therefore, it's important to create a daily schedule for yourself to take care of your business AND yourself. Use this page to set up a schedule. It doesn't have to be set in stone. Tweak it as you go but do not go without. It'll help you create habits as well.

Create a color code and use it to fill in the chart below:

☐ Wake Up ☐ Eat ☐ Work ☐ Exercise ☐ Sleep

12AM	
1AM	
2AM	
3AM	
4AM	
5AM	
6AM	
7AM	
8AM	
9AM	
10AM	
11AM	

12PM	
1PM	
2PM	
3PM	
4PM	
5PM	
6PM	
7PM	
8PM	
9PM	
10PM	
11PM	

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Marketing Schedule

Marketing can be everything from running ads to social media posts. Trying to keep track of all these without a schedule to guide you can be difficult and frustrating. Here, create a schedule for each social media platform, as well as how often you would like to run ads for your business...

MONTH: _____

	Social Media:	Email:	Ads:
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			

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14			
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30			
31			

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Automation

Email, scheduling, analytics, facility management, communication, invoicing, bills, project management, and more are all examples of things you can automate to save you time. With technology constantly changing and improving, these automation systems will only get better and more capable. Take some time to think about which tasks you have to do for your business that can be automated

Task: _____

_____

Automation Options: Cost:

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

Notes: _____

_____

_____

Task: _____

_____

Automation Options: Cost:

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

Notes: _____

_____

_____

Task: _____

_____

Automation Options: Cost:

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

Notes: _____

_____

_____

Task: _____

_____

Automation Options: Cost:

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

Notes: _____

_____

_____

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When to Hire a Team & How to Find Them

As your business grows, you will help take on the growing workload. This process can be daunting. You should start thinking about when to hire your team before you become so overwhelmed that you need one asap... If you wait, you may end up taking on team members that aren't a good fit, creating more problems. Use the space below to answer some questions.

Would you say that you're currently feeling overwhelmed in your business?

☐ Yes ☐ No

How many hours a week are you working on your business?

☐ Under 20 hours ☐ 20 - 40 hours ☐ Over 40 hours

How many hours do you want to be working on your business?

☐ Under 20 hours ☐ 20 - 40 hours ☐ Over 40 hours

How many hours are too many?

5 - 10 - 15 - 20 - 25 - 30 - 35 - 40 - 45 - 50 - 55 - 60 - 60+

What tasks would you be willing to hand off to potential team members?

What stops you from bringing on a team?

How can you work through this so your business can grow?

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Hiring the Right People

Now that you know team members are necessary to help a thriving business continue to grow, it's important to know how to onboard them when you find them. One of the best ways to ensure you are bringing on the right people is to get most of the information you need via the application process. Use this page to help you figure out what you want in a candidate.

WHAT THEY NEED TO KNOW:

About You: _____

_____

About Your Business: _____

_____

Job Description/Duties: _____

_____

_____

Qualifications: _____

_____

Pay Rate: _____ **Expected Hours:** _____

Test Project: _____

_____

WHAT YOU NEED TO KNOW:

Name: _____ **Email:** _____

Phone Number: _____

Work Experience: _____

_____

Education Experience: _____

_____

☐ Work Samples ☐ Resume/Cover Letter

What inspires them to work?: _____

_____

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Conclusion

We hope that this complete business planner workbook has helped you approach your business's future with a boost of confidence!

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About Coach Cheryl

Hi! I'm Coach Cheryl Thacker, PCC, BCC, the Founder and CEO of Successful Coaches Enterprise LLC and the SCE Coaching Academy. My passions are working directly with those wanting to become certified coaches and with coaches, consultants, and service providers that want to build their businesses from the ground up and go from part-time enthusiasts to full-time professionals.

From speaking on international stages to interviewing the who's who of the industry on my own podcast, "Master Your Coaching Biz, The Podcast," I've been lucky to connect with incredible people all over the globe. Every conversation, every shared strategy is a step towards driving growth and sparking aha-moments for both personal and business development.

I absolutely love to roll up my sleeves and help coaches, consultants, and service providers start and grow their businesses. There's nothing more thrilling than watching you bloom and succeed in your journey. After all, I firmly believe in the power that resides in each of us, and I'm on a mission to unlock that in everyone I work with, one success story at a time. Let's do this together!

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Coaching with Emotional Intelligence

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Certified Professional Coach (CPC)
Emotional Intelligence Certified Coach (EQCC)

I WANT TO LEARN MORE ABOUT GETTING CERTIFIED! ››

CBA Coaching Biz Accelerator

LEARN MORE ››

Coaching Biz Accelerator

My group coaching program where you'll learn exactly what you need to do to get clients, serve them well and make money doing it.
Stop letting **fear and overwhelm** keep your from getting started! This program is designed to help you start **signing clients and making money, doing what you love.**

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