

Start Your Own Business: Step-by-Step

**Make Your Dream a Reality and Get Your New
Business Off the Ground**



Course Book

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Introduction

Many people dream of starting their own business. Maybe it's an idea they've had since college, or a chance to break free from the 9 to 5 grind, or a way of making extra money, or to leave a lasting legacy in the community. One of these could be true for you, or your reason might be completely different. There are probably as many reasons for starting a business as there are new businesses.

There are numerous benefits that come from being an entrepreneur. You get to call the shots, you create your own environment, set your own deadlines, and have total flexibility and control over what you do. Eventually down the line, you might get more time to spend with your friends and family.

Whatever your reason for starting up a business, these advantages will have crossed your mind. But you have probably also considered the challenges ahead. Starting a new business is a daunting task, and that's why countless people give up and don't pursue their dreams. Just having a great idea isn't enough - turning that idea into a successful business takes commitment, energy and lots of hard work. However, with the right support it is possible to create and launch a business that will bring you the lifestyle changes you've envisioned and success down the line.

If it's your dream to set up a successful business and have the way of life you've always wanted, then this course will take you through the essential steps to get you started and on your way.

Learning Objectives:

By the time you complete this course, you'll be able to:

- Define practical ways to develop an entrepreneurial mindset, so that you don't sabotage your success before you even start.
- Combine your lifestyle vision and your values to create a business that is true to yourself and keeps you motivated to achieve your dreams.

- Clarify the business idea which uses your strengths and talents to the fullest, so you will be positioned to serve those who need you and bring in the income you desire.
- Identify who you want to serve in your business and where you can best help, so that your marketing hits the spot every time and converts to sales.
- Find a profitable niche that matches your skills, so you only develop products and services which are in demand in your target market.
- Select the business model that best fits your financial and lifestyle goals, so that you build the business that's right for you, rather than what's hot at the moment.
- Design a viable product or service that can be offered to customers right away to kick-start sales in your business and gain valuable testimonials.
- Run your legally established business, so that customers are reassured they're dealing with someone serious and you know you are on the right side of the law.
- Get the branding basics in place in your new business, so that you communicate your identity in a powerful way that influences buying.
- Set value-based prices and clearly demonstrate the value of your product or service, so that customers will see the match with their needs and sales will flow.
- Formulate a marketing plan using online and offline tactics, so you attract enough customers to ensure you achieve your business goals (if not exceed them).
- Set the date for your launch and plan what needs to happen, so you make sales as soon as you open your doors.
- Use key metrics to track the progress of your business, so you stay on top of your revenue targets and make sure money is coming in regularly.

- Set up systems that will increase your efficiency and save you time, so you can stay at the peak of your performance while you're setting up your business.

This course is broken down into 12 modules to take you step-by-step through the process of setting up a new business.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As we go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1: Develop a Mindset for Success

Setting yourself up in business can have great advantages, but it asks a lot in return. If you want the comfort of a regular paycheck with health benefits and to only work 9-5, then running your own business probably isn't for you. But if you have an idea that you want to turn into a business, and you're driven to be your own boss, then it helps to know the mindset you need to cultivate.

In this module, we'll look at what it takes to be an entrepreneur and how ready you are to kick start your business.

Identify Your Big "Why?"

Why exactly do you want to start a business? Is it because you want to create jobs in the local community, put your kids through college, lead a laptop lifestyle, have the freedom to work when and wherever you want to, bring an invention to market that will change people's lives?

The big "why" of your goal is the most important driver and the primary reason why you will or will not create a successful business.

As you come across challenges and barriers towards your goals, it is your big "why" that will keep you going. If you have no clear idea why you want to achieve your goal, your motivation and focus will quickly dissipate.

How to Stay Motivated When Starting a Business

There's no point in pretending that starting a business is all fun and games. People who think that are likely to give up at the first hitch. There will be many hiccups and obstacles along the way, but here are some key factors to motivate you:

1. Remind yourself of your big "why".
2. Set clear, concrete goals to keep you on track.
3. Surround yourself with people who motivate and inspire you.
4. Do something you're passionate about and really good at.

How to Stay Motivated When Starting a Business:

Remind Yourself of Your Big "Why"

Set Clear, Concrete Goals to Keep You on Track

Surround Yourself With People Who Motivate and Inspire You

Do Something You're Passionate About and Really Good At

Do You Have an Entrepreneurial Mindset?

A mindset is a fixed set of ideas that we all maintain about a certain subject. It determines how we will react to certain situations. For example, "*I'm not good at languages so there's no point trying to learn French.*" With this attitude and state of mind, even if you were to try to learn French, how successful do you think you would be? The answer for most of us would be,

very unsuccessful. We would have talked ourselves out of success before we'd even tried. And yet, many people successfully learn a new language. Why is that?

Don't let your mindset interfere with your success.

If you believe you have nothing valuable to offer to anyone, then your negative mindset is going to prevent you from making a success of your business.

What attitudes or beliefs do you have that could interfere with your success?

Change Your Mindset

The good news is that your current mindset is not a blueprint for life. By taking a close look at your beliefs and asking important questions, you can change your mindset and set yourself up for success.

All successful people acknowledge the importance of having the right mindset in helping them succeed. Great athletes don't just have physical ability and training - they have the mindset to win. Renowned musicians don't just have talent and perfect pitch - they have the mindset to share their gift with the world. Pick up any book that tells you how so-and-so made two million dollars in their first year, follow their 'simple formula for success' and their strategies, and will you become successful? You *might* become successful, but many will not **because they don't have the mindset of success.**

What is an Entrepreneurial Mindset?

Does this sound like you?

Let's look at these 10 qualities of successful entrepreneurs:

1. **Positive Thinking:** No matter what happens, an entrepreneur can frame it in a positive light.

2. **Learn from Failure and Move On:** Entrepreneurs generally don't achieve success on the first try. But they try and try again. They're resilient and persistent.
3. **Know the Moment to Give Up:** Entrepreneurs also know when to stop pushing for something and wasting time and energy on a project that just isn't working.
4. **Delegate to Others:** They don't try to do everything themselves but reach out for help and designate tasks to those who are best equipped to do them.
5. **Love Learning:** Entrepreneurs have a hunger for knowledge and new ways of thinking and embrace change.
6. **Take Risks:** They are risk-takers, but not of random risks taken for no reason at all. The risks are calculated and considered.
7. **Follow-Through:** Entrepreneurs are always on the lookout for new opportunities, even when there is not necessarily an immediate result.
8. **Remain Flexible:** They are open to continuous change and improvement, and they are ready to adapt or change plans at a moment's notice.
9. **Set Goals:** People with the entrepreneurial mindset set goals as a way to focus on the future and motivate themselves forward.
10. **Keep Good Company:** Entrepreneurs surround themselves with other entrepreneurs, positive influencers, and like-minded individuals.



As you went through these qualities of the entrepreneurial mindset, what did you think? Did you feel that some (or many) of them apply to you? Can you see areas where you could change or improve?

There's a questionnaire in the Action Guide to help you look at this.

Develop Your Entrepreneurial Mindset

Connect with Other Entrepreneurs



Attend Events



Revisit a Dilemma



Delegate Minor Tasks



ATTENTION:

This is only an excerpt from our full course **Start Your Own Business:**

Step-by-Step. The full, customizable course contains 12 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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