



Date: Tuesday January 28

Time: 8:30 AM - Noon

Instructors: Tonya Burke  
Ray Burke  
Dougie Gore

So I bought a pressure washer....now what???

Business Structuring and Development

This three to four hour course will focus on business development, liability issues, and steps to take to set up your business for long term success. Whether you're just starting out, or just looking to be a little more "legitimate" in your business practices, this course can answer many of your questions. We'll talk about insurance, corporate structure, accounting procedures, software and so much more. Plus you'll get the unique perspective of TWO separate successful companies who do things quite differently.

- I. Introduction
- II. Business structure
  - A. LLC vs. Sole Proprietorship
  - B. Cover Your Assets
- III. Insurance
  - A. Liability
  - B. Commercial Vehicle
  - C. Workers Compensation
- IV. Know Your Numbers
  - A. What are your operating costs
  - B. Typical profit ranges and expenses
  - C. Scaling operations
  - D. Expense traps
- V. IV. Setting the stage - Who do YOU want to be & Understanding what is and isn't possible!
  - A. Budget company
  - B. High dollar company
  - C. Specialities - Niche Markets
- VI. Marketing- the pot of gold at the end of the rainbow, or a bottomless pit?
  - A. Low Cost Marketing

- B. Traditional Advertising
  - C. Advertising
  - D. Social Media
  - E. Signs
  - F. Wrap
  - G. Other Ideas
- VII. Personal Marketing - harvesting people and bird-dogs
- A. Networking groups
  - B. Realtors
  - C. Friends & Family
  - D. Customer Retention
- VIII. Software - Start right!
- A. CRM
  - B. E-mail (MailChimp, Constant Contact)
  - C. Quickbooks - Online or Desktop
  - D. Other Software
- IX. Additional Profit centers
- A. Warranties
  - B. Other markets
  - C. Dovetail Services
- X. Discussion
- XI. Conclusion

\*Course content and syllabus subject to change.