



Quick Start Guide

by the J. Robinson Enterprises

Discover 5 Quick & Easy Ways To
Start or Restructure Your Business...
Starting Today!

Quick Start Guide Overview



My name is Jessica A. Robinson, Retired Master Wedding Planner, mentor, and business coach who helps entrepreneurs create a brand that attracts the clients they want. I also assist them in elevating their client experience to maintain long-standing relationships.

- ✓ This guide is for novice entrepreneurs or those who have legally filed a business but asking themselves "what's next" in their business.
- ✓ I highly recommend not just reading the information, but be intentional about taking action. Be willing to **DO THE WORK!**
- ✓ Don't only think about where your business is at this moment. Think on a more broad scale about what you want your business to look like in the future.

5 Quick & Easy Ways To Start or Restructure Your Business

Tip 1

Evaluate your current business structure. At times, those who start a business don't do enough research on which business structure is best. Second-hand information is used at times to decide on common structure categories. Not doing the proper research could hurt you in the long run.

Tip 2

Begin to brainstorm about what your brand looks like in the future. I'm not just talking about next year, but in the next 10 - 15 years. Think BIG! Don't limit yourself to just one service or product type. Build your empire with room to expand. Be sure to select a name that you can grow with as well.

Tip 3

Begin transforming your personal brand. Whether or not you want to admit it, people will always associate the person with the brand. People will do their research to get to know who you are. Make sure that what they see is the right image, but yet personal. A professional image is the first start. Hire a photographer.

Notes



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Tip 4

Brand Image. Your brand is a complete package. It's just not just a logo, website, or product/service images. Therefore, make sure the brand projected has consistency in the content it shares.

Tip 5

Understand that all sales are not created equal. Throwing up some social media posts and seeing what sticks, is not the way to approach marketing for your business. Be intentional about attracting your target client and what branding avatars are used to pull them into your offers.



Notes



Notes



Questions To Ask Yourself

1. Is my current structure right for me? If you haven't legally filed your business, now is the time to do it right!

2. What will my brand look like in 10 years? (service, products, etc.)

3. What changes do I need to make with my personal image?

4. Is my current branding really attracting who I want to sell to?

5. Who exactly am I selling my product or service to? Who is the target client?

6. How do I need to schedule my business focus? Feel free to use the calendars provided.

7. What are your financial goals for your business?

WEEKLY Planner

DATE _____

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

TO DO

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MONTHLY Planner

DATE_____

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

A 6x6 grid of squares, with each square containing a small square in its top-left corner. The small squares are arranged in a 6x6 grid, with each small square positioned at the intersection of the grid lines. The small squares are white with black outlines, and the grid lines are dark blue.

Before you go...

I want to thank you again for taking the time to download this FREE guide! I invite you to purchase additional coaching sessions to elevate your business and get you on the right path to successfully running your business like a PRO!

✓ Don't forget to add us to your email address book (jessica@jrobinson-enterprises.com) to ensure that you don't miss emails from us regarding our course roll outs!

✓ If you haven't done so already, please visit and follow us on our social media platforms for more content that we will be sharing!

FB & IG:

@J.ROBINSONENTERPRISES

✓ Reach out to us by email if you have questions about additional services!

See you soon!
- Jessica

