

BITCHES DON'T FAIL..

Bitches
in
business

they plan

BUSINESS NAMES

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PRODUCTS & SERVICES

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BRANDING

business

colors:

brand

fonts:

brand

words that describe your brand:

style:

THEMES:

visuals:

START-UP CHECKLIST

Business planning

- Write your mission statement
- determine start-up costs
- choose a name for your business
- research competition
- research target market

Brand development

- get logo designed
- create and order business cards
- hire web designer
- choose a web hosting platform
- launch website

Business development

- Choose your legal structure
- register your business name
- register your business with your state
- apply for an ein/tax id number
- apply for licenses and permits
- open a business checking account
- register a domain w/ your business name
- create social media accounts
- set up a business email
- purchase accounting software

Marketing

- create a marketing plan
- join networking groups
- plan a marketing strategy for social media
- create marketing budget
- get feedback from customers
- choose an email marketing software
- create and build an email list
- create a promotion strategy

product development

- find office space
- organize office space
- order necessary supplies
- order samples of products
- photograph products
- determine where to sell products
- create packaging for products
- determine pricing & profit margin

misc

CHOOSING A BUSINESS STRUCTURE

	Sole Proprietorship	C Corp	S Corp	LLC (Limited Liability)
Formation, Requirements, Costs	None	must file with state. filing fee required	must file with state. filing fee required	must file with state. filing fee required
Personal Liability	Unlimited Liability	shareholders are not typically held liable	shareholders are not typically held liable	Members are not typically held liable
Administrative Requirements	Relatively few requirements	election of board of directors /officers annual meetings and annual report filing requirements	election of board of directors /officers annual meetings and annual report filing requirements	Relatively few requirements
Management	full control	shareholders elect directors who manage business activities	shareholders elect directors who manage business activities	Members can set up structures as they choose
Term	terminates when proprietor ceases doing business or dies	Perpetual can extend past death or withdrawal of shareholders	Perpetual can extend past death or withdrawal of shareholders	Perpetual, unless state requires fixed amount of time
Taxation	entity not taxable, proprietor pays taxes	Taxed at corporate rate and possible double taxation: dividends are taxed at the individual level if distributed to shareholders	No tax at the entity level. Income passed through to the shareholders	No tax at the entity level. income passed through members
Double Taxation	no	Yes, taxed at the corporate level and then again if distributed to the shareholders	No	No
Self Employment Tax	subject to self employment tax	salary subject to self employment tax	salary subject to self employment tax but shareholder distributions are not subject to employment tax	salary subject to self employment tax
Pass Through tax treatment	yes	No	yes	yes
tax forms	1040	IRS form 1120	IRS form 1120S shareholders get k1 for personal tax returns	1 member: sole proprietor IRS form 1040 Schedule C partnership: IRS form 1065 members get k1
transferability of interest	no	shares of stock are easily transferred	yes, but must observe IRS regulations on who can own stock	possibly, depending on restrictions outlined in operating agreement
capital raising	individual provides capital	shares of stock are sold to raise capital (securities laws apply)	shares of stock are sold to raise capital (Limitations prevent S Corp Stock ownership by corporations)	may sell interests but subject to operating agreement (securities laws may also apply).
ease of operation	easiest	must have annual meetings, board of directors meetings, corporate minutes and stockholder meetings	must have annual meetings, board of directors meetings, corporate minutes and stockholder meetings	Easy, some states may require more than others

BUSINESS PLAN

Overview of Business Idea:

What are your goals for your business?:

Legal Structure:	
Industry: OPPORTUNITIES	THREATS
Business Name:	
STRENGTHSWEAKNESSES	

Long Term Goals:

TARGET MARKET

Describe your idea and Concept:

who is your product/service for? describe ideal candidate:

what problems do they struggle with?

how will they find you?

how can you be the solution to their problem?

FUNDING YOUR BUSINESS

Think about funding for your business. What is your most viable option? business line of credit? a bank loan? crowd funding?

business line of credit:

pros: cons:

bank loan:

pros: cons:

crowd funding:

pros: cons: _____

what's your choice and why?

MISSION STATEMENT

what is it that you do?

who do you do it for?

how does what you do help others?

why did you get started?

what do you want to be known for?

what core values or beliefs will your work represent? _____

START-UP COSTS

Start-up Costs	
registrations	
business name	
licenses	
permits	
domain names	
trademarks/patents	
vehicle registrations	
membership fees	
accountant fees	
rental lease cost	
utility connections	
phone & internet connection	
computer software	
training	
wages	
stock/raw materials insurance	
building & contents	
vehicle	
public liability	
professional indemnity product	
liability	
workers compensation business	
assets	
business revenue	
printing	
stationery & office supplies	
marketing and advertising	
total start up costs	\$

	Costs
business purchase price	
franchise fees	
start-up capital	
plant & equipment vehicles	
computer equipment	
file cabinet	
desk	
phones	
tax machine	
copier/scanner	
security system	
water delivery	
total equipment costs	\$

MONTHLY BUDGET

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LOAN APPLICATION CHECKLIST

cover sheet

cover letter

business plan

marketing plan

history and description of business

background of management team

market information on your product/service

financial history (personal & professional)

financial projections

list of collateral

tax returns

credit score/history

NOTES

SBA LOAN DOCUMENT CHECKLIST

documents to prepare for a new business

- SBA loan application form
- personal history statement with resume and accomplishments statement of investment capabilities
- current financial statement of all personal liabilities and assets projection of revenue statement
- collateral list

documents to prepare for an existing business

- balance sheet
- profit & loss statements
- income statement of previous and current year-to-date incomes, including business tax returns
- personal financial statement with each owner itemized, including personal tax returns for each owner
- dba or incorporation paperwork
- collateral list
- copy of business lease
- loan request statement describing business history, loan amount and purpose

LOCATION WORKSHEET

	yes	no
Is the location large enough for your business?		
Does it meet your requirements?		
does the building need any repairs?		
will you have to make leasehold improvements?		
do the existing utilities meet your needs, or will you have to make some upgrades?		
is the facility easily accessible to potential clients/ customers?		
is finding qualified employees in the area going to be an issue?		
is the building consistent with your business brand and image?		
is the building located in a safe neighborhood ?		
are neighboring businesses able to draw in similar business?		
are there any competitors in the area?		
are suppliers able to access the building ?		
if you decide to expand you business in the future, can the building accomodate this growth?		
are the terms of your lease with this property and rent favorable?		
is the building zoned for your business needs?		
Is the area zoned for your business needs?		
will you consider taking this property?		

BUSINESS LEASE CHECKLIST

Is there sufficient electrical power?
are there enough electrical outlets?
Are there enough parking spaces for customers and employees?
Is there sufficient lighting?
Is there sufficient heating & air conditioning?
Do you know how large a sign and what type you can erect?
Will your city's building and zoning departments allow your business to operate in the facility?
Will the landlord allow the alterations that you deem necessary?
Is there any indication of roof leaks?
How expensive is burglary insurance in this area?
can you secure the building at a low cost against the threat of burglary?
Will the health department approve your business at this location?
Will the fire department approve your business at this location?
have you included a written description of the property?

Have you attached drawings of the property to the lease document?
Do you have any written guidelines for renewal terms?
When does your lease payment begin?
Have you negotiated for 1-3 months of having the property rent free?
what is your date of possession?

Have you listed the owner's responsibility for improvements?
Do you pay the taxes?
Do you pay the maintenance Fees?
Do you pay the utilities?
Have you asked your landlord for a cap of 5 percent on your rent increase?
Have you retained the right to obtain your own bids for signage?
Can you leave if the center is never more than 70% leased?
Has a real estate attorney reviewed your contract?

OFFICE EQUIPMENT BUDGET

Basic Office Equipment	First Year Low Cost	First Year High Cost
basic office furniture		
desktop computer		
laptop computer		
tablet		
printer/scanner/fax combo		
label printer		
software (accounting, office suite,)		
remote data backup service		
website design		
web domain hosting		
miscellaneous supplies		
wireless internet connection		
telephone lines		
cell phone/smart phone		
other		
other:		
other:		
TOTAL STARTUP EXPENSES		\$

INCOME STATEMENT

SALES	
less cost of goods sold	
opening inventory	
purchases (direct materials)	
factory wages	
total	
less closing inventory	
equals cost of goods sold gross	
profit (or income)	
Expenses	
salary	
wages	
rent	
utilities	
insurance	
advertising & promotion	
automotive	
other travel	
office expenses	
storage	
maintenance	
depreciation	
bad debts	
interest	
other expenses	
total expenses	
earnings or loss before taxes	
income taxes	

SCHEDULE OF OPERATING EXPENSES

	YEAR 1	YEAR 2
advertising		
auto expenses		
bank charges		
depreciation		
dues & subscriptions		
employee benefits		
insurance		
interest		
office expenses		
officers'salaries		
payroll taxes		
professional fees		
rent		
repairs & maintenance		
salaries & wages		
security		
supplies		
taxes & licenses		
telephone		
total operating expenses		

CASH FLOW STATEMENT

	YEAR 1	YEAR 2
net cash flow from operating activities:		
cash received from customers		
interest received		
cash paid to suppliers for inventory		
cash paid to employees		
cash paid for other operating expenses		
interest paid		
taxes paid		
net cash provided (used) by operating activities		
net cash flow from investing activities		
additions to property, plant and equipment		
increase/decrease in other assets		
other investing activities		
net cash provided (used) by investing activities		
net cash flow from financing activities		
sales of common stock		
increase (decrease) in short term loans (includes current maturities of long term debt		
additions to long term loans		
reductions of long term loans		
dividends paid		
net cash provided (used) by financing activities		
net increase (decrease) in cash		

OPERATING CYCLE

	YEAR 1	YEAR 2
accounts receivable		
inventory days		
operating cycle		
accounts payable days		
days to be financed		
purchases		
\$ per day accounts receivable \$		
per day inventory		
\$ per day accounts payable		

NEW PRODUCT IDEA

PRODUCT NAME:

PRODUCT	DESCRIPTION

Product	
Manufacturer:	
Product Price:	
Profit Margin:	
Deadline:	
Launch Date:	
Product Type:	
Product Dimensions:	
Product Weight:	
Product Colors: Pre-	

Orders:

MATERIALS USED

RESOURCES

vision board

Your Vision Board is a Place of Reference. You should be visualizing achieving all of your goals and seeing your dreams come true. It's a good idea to place your vision board in a place where you can see it every day, let it inspire you and motivate you. This worksheet will help you decide what kinds of things you'd like to put on your vision board.

WEALTH

HEALTH

LOVE

FAMILY

CAREER

SPIRITUALITY

ABOUT YOUR BUSINESS

Business Name:

Business website:

Business address:

Business email:

products:

business goals

DAILY AFFIRMATIONS

Daily Affirmations are your way of affirming that good things are going to happen or are already happening to you. Use this space to write down your Daily Affirmations! Say them aloud to yourself every morning, every day, or whenever necessary to feel empowered and motivated! You can do this!





































BUSINESS INSURANCE PLANNING

Types of Insurance	Required (Y/N)	Annual Cost
general liability insurance		
Workers compensation insurance		
property/casualty insurance automotive liability		
insurance		
product liability insurance malpractice liability		
insurance		
errors & omissions liability insurance web-based		
business insurance		
personal disability		
fire and theft insurance		
business interruption insurance overhead		
expense insurance		
key person insurance		
credit extension insurance shareholders or		
partners insurance term life insurance		
survivor-income life insurance consequential		
losses insurance		

BUSINESS INSURANCE PLANNING

Types of Insurance	Required (Y/N)	Annual Cost
directors and officers liability insurance		
Care, custody and control insurance		
health insurance		
boiler and machinery insurance		
profit insurance		
water & damage insurance		
title insurance		
money & securities insurance		
glass insurance		
electronic equipment insurance		
temperature damage insurance		
transportation insurance		
insurance cost		\$

GRATITUDE

One of the best ways to bring more positivity and good things into your life is to be grateful for what you have. Use this space to write down all of the things you're grateful for. Reference to it every morning starting your day to bring about good feelings and positive vibes.





































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