

YES I CAN

Start and Grow My Business



**FREE AUDIO BOOK
LINK INCLUDED**



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YES I CAN Start and Grow My Business

YES I CAN – Start and Grow My Business

Written by Marc E. Parham

The Third Book in the Yes I Can Series

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YES I CAN Start and Grow My Business

Yes I Can – Start and Grow My Business

Written by Marc Parham, Business Expert, Capbuilder Network Group.

www.marcparham.com

More people today have decided or been forced to start their own small businesses. Some because of a passion that they have always had, others because of the current employment situation.

Regardless of the reason, many people have decided that it is time to take their ideas to action and start a business.

This is the Small Business Vida Development System (SBV) in the "Yes I Can" business development series. This series will help you understand the basic concepts for starting a business. It will help you to ask yourself the questions that you need to be answered before you begin. These questions are only the first of many that you will ask, but they will help you start moving in the right direction.

The primary goal of this book is to:

Help you develop your business idea and Take your Ideas to Action

The Basic Questions

The basic questions to help you develop your business ideas are listed below.

1. Why should I start a business?
2. Am I ready to start a business?
3. Do I need a business plan?
4. What are the first steps to starting a business
5. What do I sell?
6. Who will be my customers?
7. How much should I charge?
8. How much will it cost me to start my business?
9. How do I create an action plan to start my business?

By answering these questions, you will begin to develop your business idea and create an essential document that will be the beginning of your Business Plan.

How to Use This Book

The SBV system has been developed to help you build your business by breaking down the different aspects of developing a plan into small individual segments. Once all components have been completed, they can be combined to create a micro-business plan that will contain the most critical information about your business.

Audio Book Version



If you would like to listen to the full audio version, please

[click here.](#)

You will be able to use the micro plan to do the following;

- To give you a better idea of what it will take for you to start and run your business.
- To use as a foundation for a full-scale business plan
- To have discussions with potential investors or funders about your idea
- To do a focus group or other forms of market research to test your idea

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This system comes with the following;

- **The Main Book** – This book contains the questions and discussions about the items described in the contents.
- **Sample Biz Dev Tools** – There are a few sample tools for you to see how they work. More can be found at www.smallbusinessvida.com
- **Online Tools** – The surveys, templates, and other tools necessary to complete the micro plan are located on the **Small Business Vida** website. Where you can take the surveys online. You will be emailed the results of any survey that you take online to add to the information that will be used to build your plan. **Note** *Your survey information can also be sent to a business coach or consultant that is also working with you to build your business.*
- **Small Business Vida Membership** site – This is a Capacity Builder Network membership site that contains articles, resources, online training, and other important information. You can post questions and discussions about topics that are of interest to you.
- You are encouraged to **create your user profile as the first step** in using this system.
- **Don't be a spectator. Be a participant!**

The Right Mindset



Before we began working on developing a new business idea, I think it is vital to have the right mindset. Please review the topics below that will help you get into the **right mindset**.

Entrepreneurship Revisited

Remember when your parents, uncles, aunts, and other relatives had more than one job. One of my uncles worked on cars, and my aunt baked cakes. We had a job that we did during the day, and we had another job that we did on the weekends and nights. We have always been entrepreneurs. But within the last five years that we have decided that we only needed one job.

A few things to consider....

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- **You already are an Entrepreneur!**
- You are already an entrepreneur. If you have a job someone is paying you to do, your work for them, then you actually have your own small business. You don't do any of the marketing, accounting, or business management. You only provide your product or service.
- **You are not in this alone!**

You're not in this alone. Several organizations are here to help you achieve your goal of starting your own business.

- **You must have dedication and passion!**
- You must have dedication and passion if you plan to be successful in this business. It will not be easy, but if you dedicate yourself and have passion, you will be successful.
- **You must develop and follow a plan!**
- The most important thing is that you must develop as following plan. Nothing more to say about this.

And...Yes, You Can Do This!

1. Why should I start my own business?

The real question is, why should I not start my own business?



Most employers have had to cut costs due to the rising cost of having employees, the pandemic, and other issues facing our world today. Health Insurance plans, taxes, and employee-related overhead cost a lot for a business. This is especially important for small businesses. If you were a business owner, would you not do the same?

The unemployment rate is currently 10% or better. The pandemic has severely impacted small businesses. This means many people with skills do not have jobs. Where have all the jobs gone?

What if a business could use your service or skill without having to pay all the additional cost?

What if multiple businesses used your skill or service without having to pay all additional costs?

You are the product!

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Any job that you have worked at as an employee, you were the product.

The only difference the employer took advantage of all the financial benefits by allowing you not to worry about how the business worked.

A sweet deal until they decide they don't need your product any longer!

Think about it.

If you had multiple businesses/customers/clients buying your product simultaneously, losing one of them might not majorly affect your cash flow. **This is what business is all about!**

SAMPLE BIZ DEV TOOL

WHAT IS YOUR SUPER POWER?



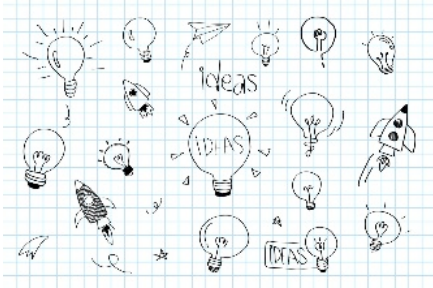
What are you really



[click here to play video](#)

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2. Am I ready to start my own business?



Do you have a skill that people will pay to use?

Do you have a hobby that people will pay you to do for them? Do you have a new idea that to make life easier for people?

For example, you've been a painter for the last ten years. You do great work, and you have been doing it for other people. They find the jobs, you do the work, they get paid, and then they pay you.

Why can't you find jobs? You make sure the work is done, you get paid, and then **you pay you**.

That sounds a lot better, doesn't it?

Another example; Sharon really likes scrapbooking. She does it for herself, her family, and her friends. Everyone likes how she does it. People are always saying I wish I could do that. Sharon could set up classes to teach people how to do it. For those who don't want to do for themselves, she could do for them, for a price.

One more example; Kevin is excellent at cutting grass. He takes pride in his work and has worked for many landscape companies over the years. He even cuts his friend's and neighbor's yards because he likes to do it. They offer to pay you, but he doesn't accept it. Maybe a burger off the grill or a glass of lemonade.

The fact is, if they're not doing it themselves, they're paying someone to

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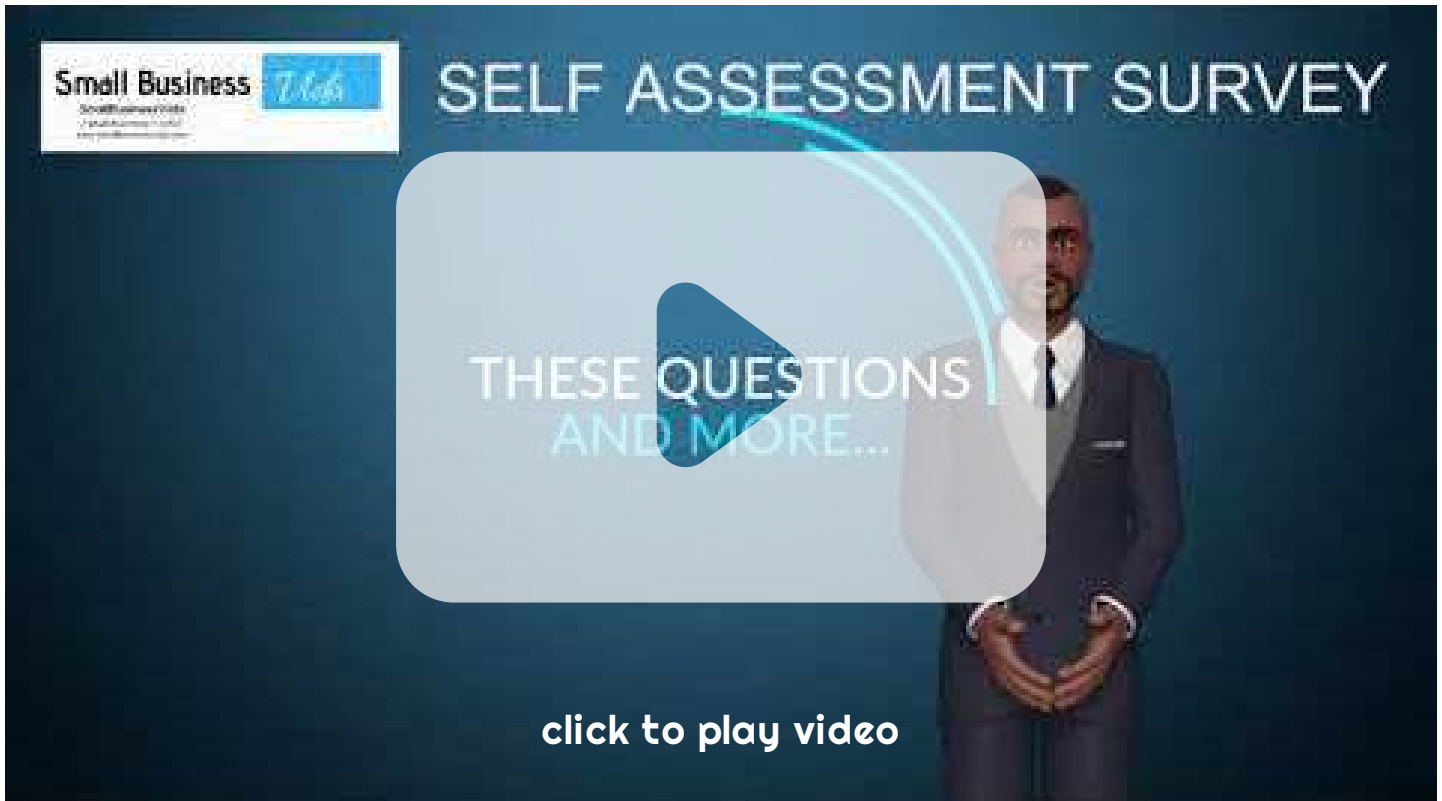
Do it! Why Not You!

Most people feel that a startup business has to replace their income. This is not true. Starting a home base business while you have income is the best way to do it. It will allow you to generate extra income in your spare time.

What if you don't have any income? This is the case for many people today. They have skills, they have a willingness to work, but they don't have jobs.

Why not create your own job? Develop a business around something you like to do that people are already paying someone else to do or sell a product that someone needs and will pay for.

SAMPLE BIZ DEV TOOL
SELF ASSESSMENT SURVEY



***Click Here to
Take the Survey Now***

3. Do I need a business plan?



Let's see. You decide that you'd like to build a home entertainment center, but you've never done it before. You have an idea in your mind about what you wanted to look like. You buy the wood, you buy the nails, you buy all the other supplies you think you will need. Now you start to work. You start cutting and nailing. You work for days.

You use up all the wood then have to buy more. You keep working and working, but it never looks like what you envisioned in your mind.

What did not have been easier if you have a plan?

You need something to guide you through the process.

That's what a business plan is. This is why you need one.

Your business plan describes these essential things

- What type of business are you starting?
- Why you decided to start it,
- What you are going to sell,
- Whom you are going to sell it to,
- How much are you going to charge for what you are selling?
- How we're going to finance your business
- How you're going to operate your business so that it remains successful

4. What are the first things I should do before I start my own business?

The first three steps before starting a business are;

1. Research!
2. Research!
3. Research!



The Internet makes it very easy to research any business idea. Unless you come up with something extraordinary, someone else has done what you're trying to do. There are tons of websites, articles, electronic books, and videos to contain beneficial information. You can find sample business plans and websites similar to the company that you are thinking about

starting.

Are you not good we using the computer? Then find someone that is. You could probably even find a young person like your son or daughter to do the research for you.

The point I am trying to make is, THE RESEARCH MUST BE DONE!

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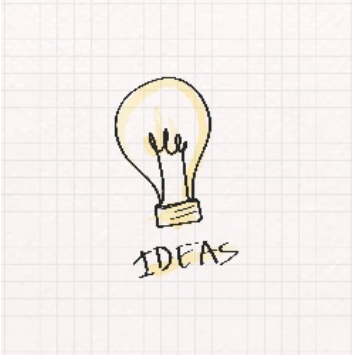
One of the most important things you have to remember is to bookmark these sites containing the information you want to go back to.

Let me give you a short sample of how one might research a business idea;

Let's continue with the previous example using Kevin, who enjoys cutting grass.

1. Kevin is thinking about starting his own landscaping business. He's been working for other companies for a while, so he understands how the business works.
2. He wants to make sure that he doesn't spend too much money on gas, so he wants to work close to where he lives. Kevin can get on the Internet, open a global search window, enter the search field, "landscape companies, his zip code" (landscape companies, 30033).
3. Any landscape company that has a website and is located in his zip code will be displayed. Kevin can now click on each website to research what services they offer, pricing, and so they do business. After reviewing only a few sites, one will get a better understanding of his competition in what he might do to get his share of the market.
4. In a short time, Kevin has gained much beneficial information. Using the Internet to do research is one of the quickest ways to get the information you need.

5. What do I Sell?



What should you sell? The real question is, what product or service can you do that people are already paying for?

They are already paying for it. Why can't they pay you for the same product or service?

I know I'm making it sound effortless, but it really is. If you're good at what to do, you take pride in your work, get your work done when you say you will, and charge a fair price; why should they not want to pay you for your product or service.

Your job is to make yourself available to them. We call that marketing.

Many people say that I can do so many things, which one should I choose? I recommend taking the top three products and services that people are paying for. You have a passion for researching how other companies are selling the same products and services.

Use the same method that Kevin used in the previous example. Use the Internet to do the research.

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Use the same method that Kevin used in the previous example. Use the Internet to do the research.

6. Who will be my customers?

Who will be your customers? **Your customers will be people that are already buying the product or service that you are selling.** Your goal is to figure out how to get them to start spending their money with you. This will require you to research your competition and develop a marketing plan to turn their customers into your customers.

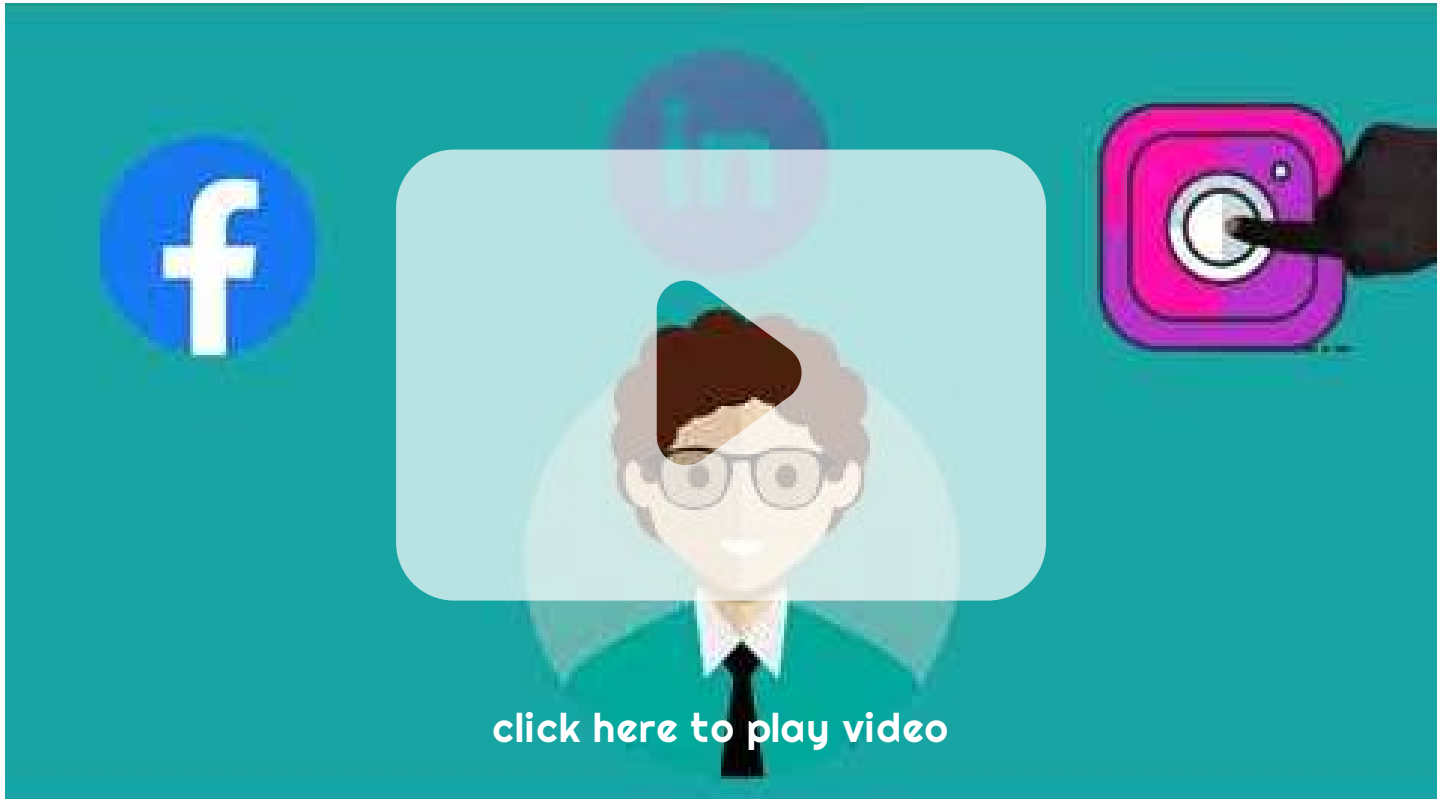
Think about the things that make you choose to buy something from a particular vendor over another. Some people choose a vendor for their price, others for their service. Others choose the quality of the product or service.

You have to determine what your hook will be. Best price, best service, best quality, or all three.

A Few Questions to Ask?

- Is my product or service: For males, females or both?
- Is my product or service: For the old, young or both?
- Is my product or service: Used by a specific race?
- Is my product or service: Something that needs to be sold face to face or online?
- Is my product or service: Something that only people that make over \$\$\$\$ can afford?
- Is my product or service: Something that makes life easier?

SAMPLE BIZ DEV TOOL
MY BRAND SURVEY



***Click Here to
Take the Survey Now***

7. How much should I charge?

How much should you charge? That depends on several factors. The first and most important factor is how much are people already paying for the same product or service. You should have gotten this information in your research process.

The next important factor is how much you can afford to do it for and still make it worth your while. Just because people pay you to do something doesn't mean that you're making money.

Using Kevin as an example again, Kevin decides to charge \$25 to cut each yard. Everyone else charges \$50 to do the same yard. Kevin feels that he will get more business because he's charging less. Kevin doesn't consider that he is spending more money on fuel to get to each account and perform the work by doing more yards for less money. With gas prices the way they are today, he could be losing money.

Several other factors of these two are some of the most important that you need to consider before coming up with your pricing.

8. How much will it cost to start my business?

There are several standard costs to set up a business legally. These costs and the money you would need to spend to buy the other items that will be necessary are considered your startup costs.

The best thing to do at this point is to start documenting all the costs it will take to start your business. You can easily do this using either a startup budget template or create your own. It is best to use Microsoft Excel to work with his budget.



Some of the essential cost includes;

- Incorporation with the State - \$125
- Basic website \$500-\$1000
- Business Cards \$50 - \$100
- Bank Account Setup - \$100
- Business Plan Development \$0 - \$700
- Business Phone \$50 per month
- Computer, Printer \$400 - \$1000

9. Create an Action Plan To Start My Business



Yes, we need another plan. You will need to develop an **action plan** to help you stay on schedule as you develop a plan for your business. I call this a basic strategic plan for your business. It will help you keep all your task and ideas in one document that will be a living document as you develop your business ideas.

It is vital to develop this document to stay on task and not be diverted by the new concepts and ideas as they present themselves to you. I recommend that you develop plans for 90 days at a time. This way, you will not be overwhelmed, and you can modify at 90 days intervals.

SAMPLE BIZ DEV TOOL

WHY ARE THESE GOALS IM



[click here to play video](#)

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Summary

The list below contains the central ideas that I want you to walk away with after reading this book.

- The real question is, why should you not start your own business?
- **Do you have a skill that people will pay to use?**
- **You are the product!**
- Your customers will be people that are already buying the product or service that you are selling
- **A business plan is required to help guide you through the process of starting and running a business.**
- The first three steps before starting a business are; RESEARCH, RESEARCH, RESEARCH
- How much can you afford to provide your product/service for and still make it worth your while?
- The best thing to do at this point is to start documenting all the costs it will take to start your business.
- You will need to develop an action plan that will help you stay on schedule as you develop a plan for your business.

The Next Step?

Join the Small Business Vida Website

I have created several very helpful Biz-tools and membership site that will help you get off to a great start. You may click on the link below to become a member more of the site where you can choose to either purchase each tool for \$4.99 each to use as many times as you want or become a member for \$14.99 per month to access to all the tools, updated regularly, information, coaching and sharing with other business owners on the site.

Each tool is only \$4.99 each, or get all the tools and more for \$14.99 a month.

[CLICK HERE TO PURCHASE THE BIZ-TOOLS](#)

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About the SmallBusinessVida.com Membership Site..



This site is for small business owners with content
curated for



[click here to play video](#)

Join the Small Business Vida Network.

This website contains valuable information for helping you start and run your small business. There are articles, templates, forums, and many other tools that will keep you informed.



PREMIUM MEMBERS AREA

The business development surveys listed in the premium members area are free to premium members of the Small Business Vida membership site. The surveys and tools are updated regularly. You must be a member to access these tools.

CURRENT BUSINESS DEVELOPMENT TOOL LISTING

- **EVALUATE**
 - [What is my superpower?](#)
 - [Is my idea good?](#)
 - [Evaluate my idea](#)
 - [Write my business summary](#)
 - [Schedule my coaching session](#)

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- **START**

- My Self- assessment
- My Superpower
- My business revenue
- My business expenses
- Write my business summary
- Schedule a coaching session

- **GROW**

- How healthy is my business?
- My brand image
- My brand assessment
- My business revenue
- My business expenses
- Write my business summary
- Write my action plan
- Schedule my coaching session

- **Non-Profit Development**Program development survey

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Author Bio- Marc Parham

Marc Parham has been successfully consulting for all types of businesses for over 30 years. He has consulted for small to mid-sized businesses, large corporations, and non-profit organizations in all areas of business development. He has certifications in Project management, Network Engineering, Non-profit Management, and other business development areas. www.marcparham.com

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A large, dark blue silhouette of a person is shown climbing a ladder that extends from the bottom right towards the center. To the left of the person is a large, stylized plant with several leaves and a circular top. The background is a solid light blue color.

The hardest part about writing your business plan is asking and answering the right question.

This book will help you organize your thoughts about your great business idea.

Written by Marc Parham, Small Business Expert, www.marcparham.com. Marc has been coaching businesses for over thirty years.

This book, while going over the aspects of starting or growing a business also show some of the sample business development tools developed by Marc that will help you with the building blocks for your plan.

THIS BOOK DOES NOT WRITE YOUR PLAN
WE HELP YOU WITH THE BUILDING BLOCKS TO HELP YOU
WRITE YOUR PLAN