

101



Starting a Business



About your instructor



Lavall Chichester

Contact:

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LAVALL CHICHESTER BIO

Lavall Chichester is a growth focused digital marketer who has helped brands make millions of dollars on and off line. He made Ad Age's 2015 40 Under 40 list for turning the search group at Profero into a multi-million dollar business in less than a year. He has 13+ years of developing digital marketing strategies for brands like Apple, Western Union, the NBA, Kaiser Permanente, Vitamin Water and others. Lavall is a second-degree Black Belt, a bare-knuckle Karate Champion and practices Full Contact Digital Marketing for his clients. He is a digital marketing educator who has lectured at NYU, Baruch, Brooklyn College and taught advanced digital strategies to key stakeholders in major brands.

EXPERIENCE

- 2004** Started in digital marketing & founded Footnote Films
- 2012** Built the Local Search Product & helped LocalVox get acquired by the Yellow Pages
- 2015** Turned the Search Group at Profero into a multi-million dollar business in less than a year
- 2015** Made Ad Age 40 under 40 list
- 2017** Founded ADCULTURE & GROWTH SKILLS

11 step process to starting your own business



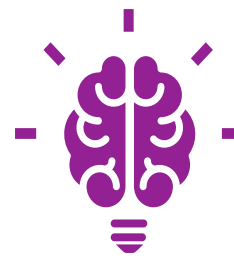
1. Make a Business Plan



2. Develop a business name



3. Protect Your Business :Trademarks



4. Develop a product or service



5. Develop Business Assets



6. Build Your Team



7. Incorporate Your Business



8. Get a Tax ID or EIN Number



9. Open a Bank Account



10. Get Business Insurance



11. Launch



Make a business plan



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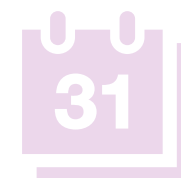
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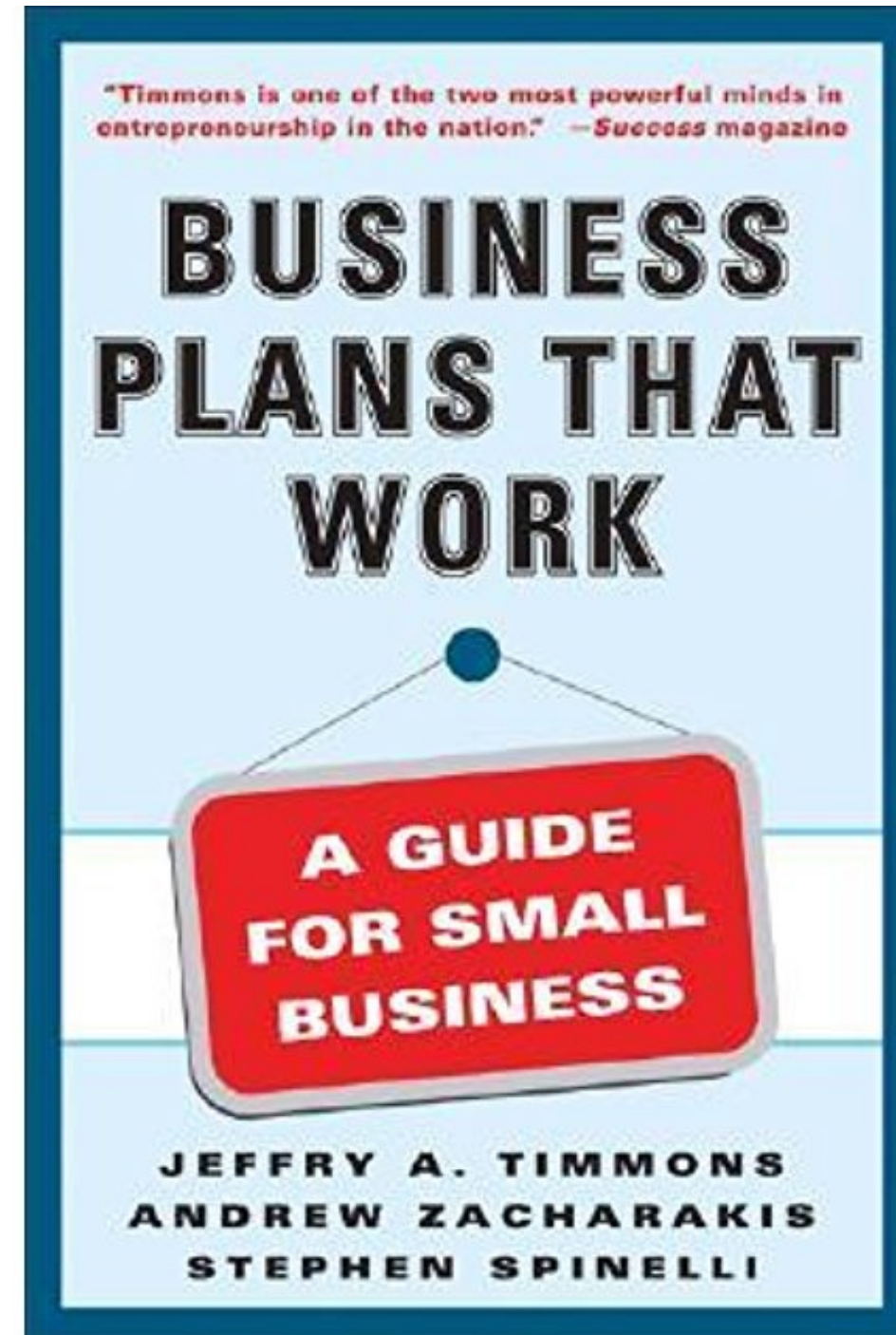


11. Launch



Make a business plan

Business plans are instrumental to the success of a business. There are a lot of resources like Business Plans That Work to help you along the way. A business plan is your guide and roadmap to success.



Start with 10 slides



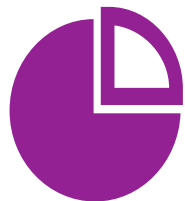
1. Title

Company name and contact information



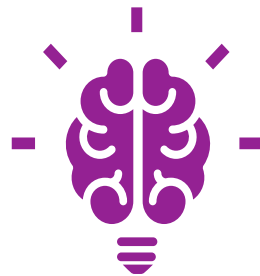
2. Problem/Opportunity

Describe the problem you are solving
Or the joy you will be creating for your customers



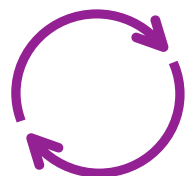
3. Market Value

Explain the market value for the problem you are solving.



4. Your Difference & Value Prop

What makes you more product more valuable than the competitors and your solution the best
Give a demo of your product



5. Your Business Model

Explain how your business will run
i.e Ecommerce, Outsource staff etc



6. Your Go to Market Plan

How do you plan to bring your product to customers and sell it



7. Competitive Analysis

Show a complete view off your competitors



8. Management Team

Show off your management team.
Investors prefer an A team with a B plan vs a B team with an A plan



9. Financial Projections

Provide a 3-5 year sales forecast including expenses so you can clearly see profit and loss projections.



10. Current Status

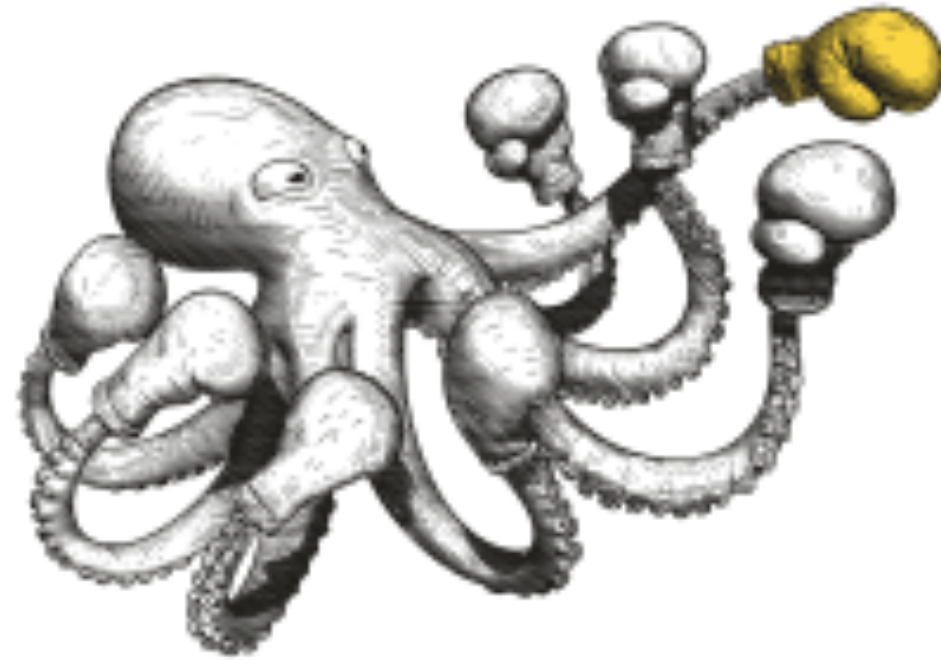
Let them know where you are with the business and any accomplishments.



Small Business



Corporate



M U L L E N L O W E
P R O F E R O

Search Group Growth Plan

Example pillars of my group plan

1.

Product Development

Build off a stable foundation of world class Search and Content Marketing work with the goal of retaining our current clients by evolving our offering.

-
- Integrated Search Product
 - Paid Social Product
 - Content Marketing Product

2.

Efficient Operations

Create more efficient process to manage the group, increase margins and generate revenue.

-
- Team Work Tool
 - Process Codification
 - Develop oDesk Model

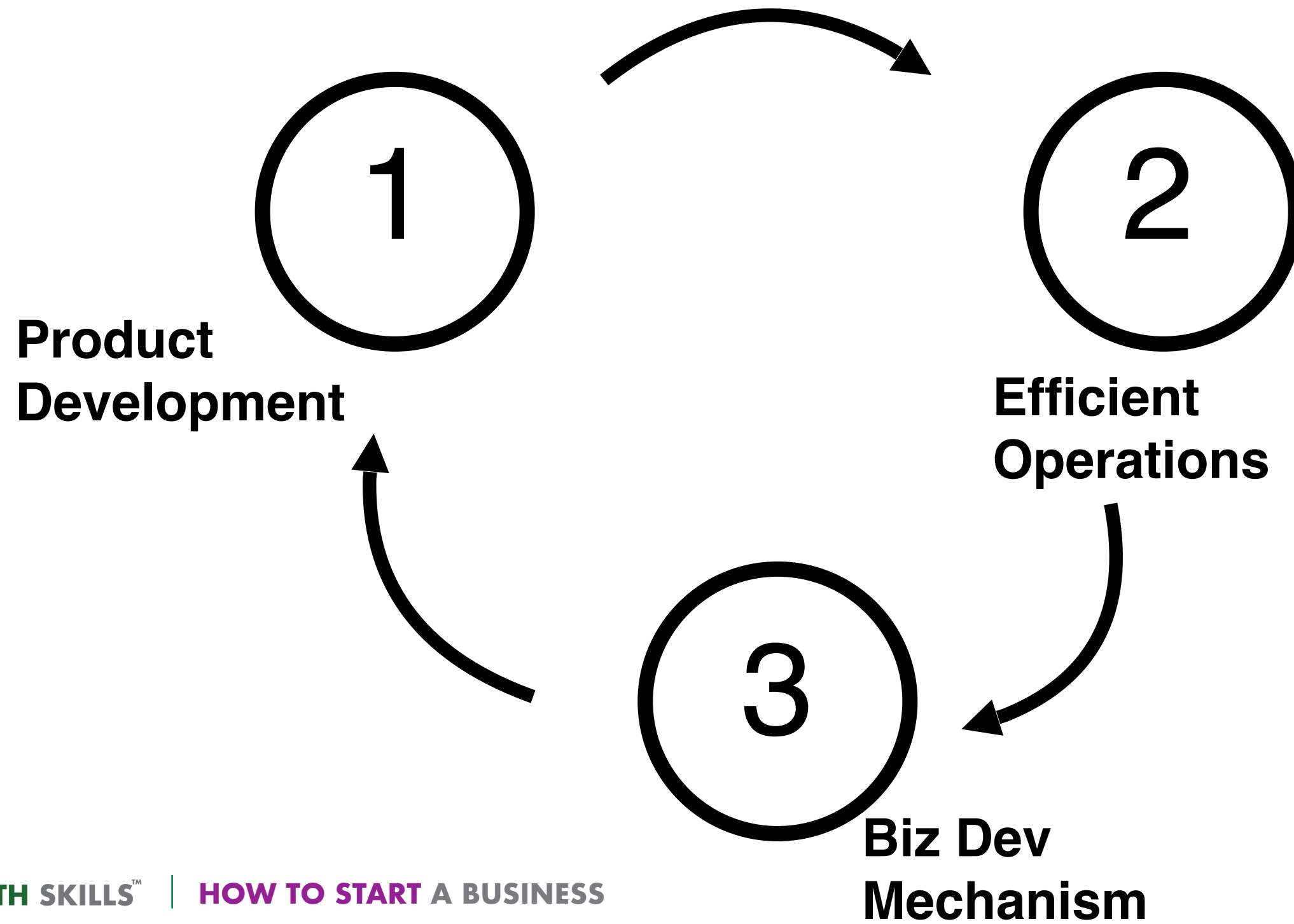
3.

Biz DevMechanism

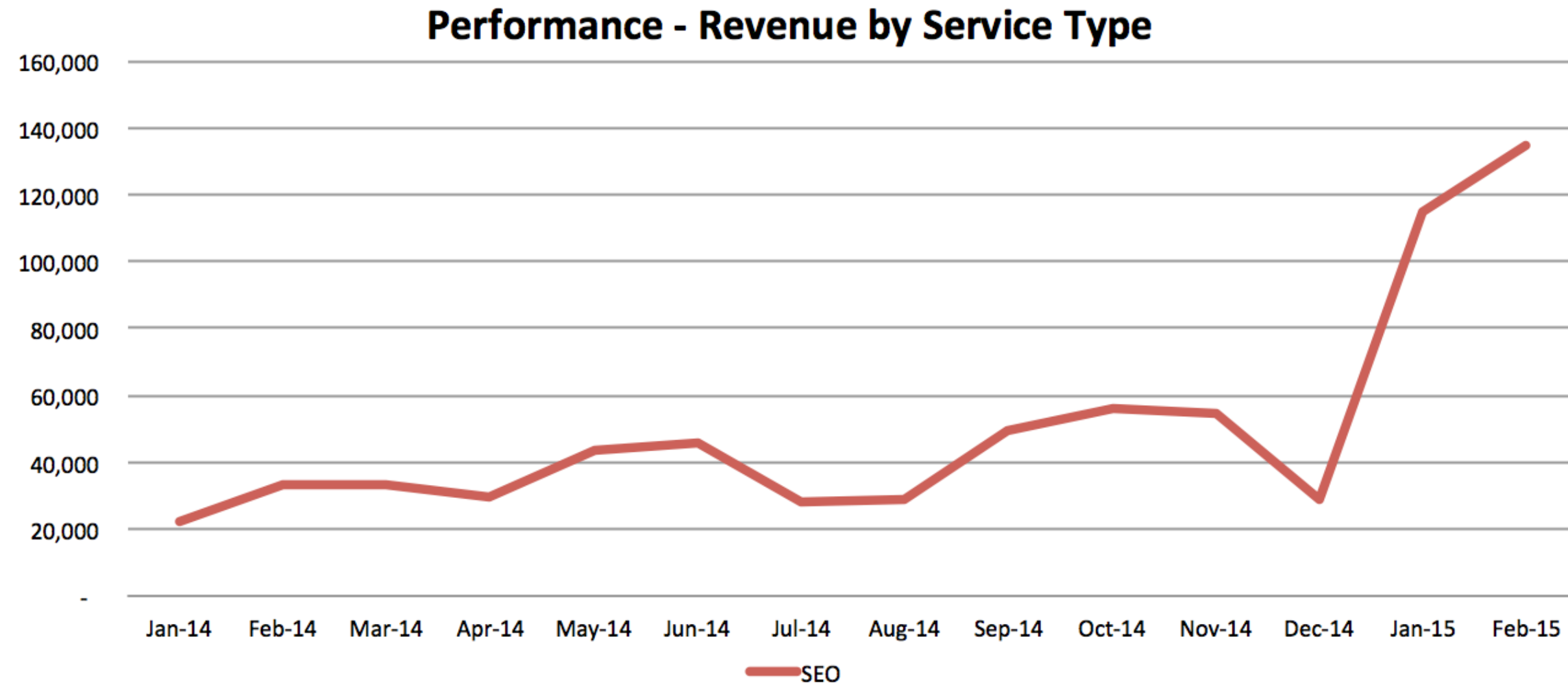
Create sustainable processes to increase leads, generate business and become thought leaders in our field and drive growth.

-
- Web Dev + SEO
 - Retention Training Plan

Each part of that plan helped the other

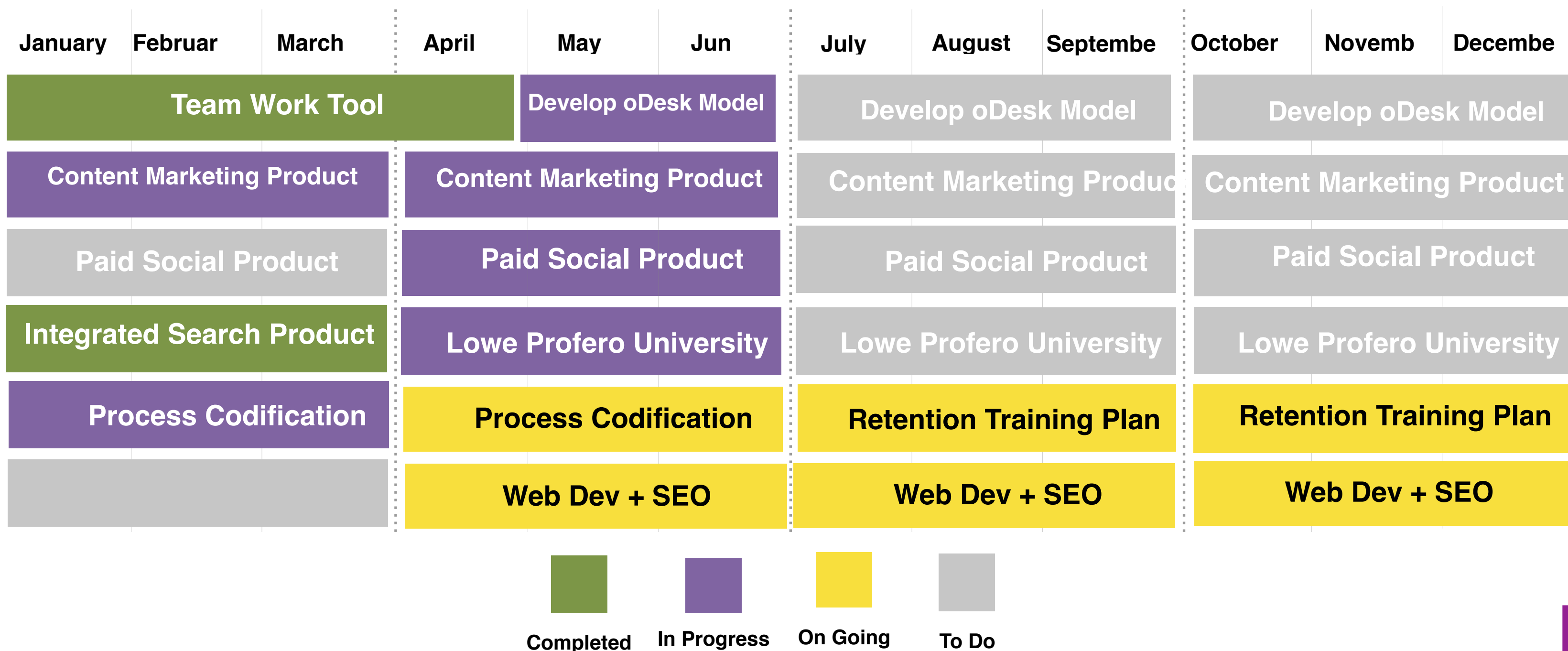


This leads to revenue growth for my group



\$500k - \$2MM in less than a year and grew to around \$5MM after that.

Tracked progress against the plan



Looked back and see what worked and what didn't

1.

Product Development

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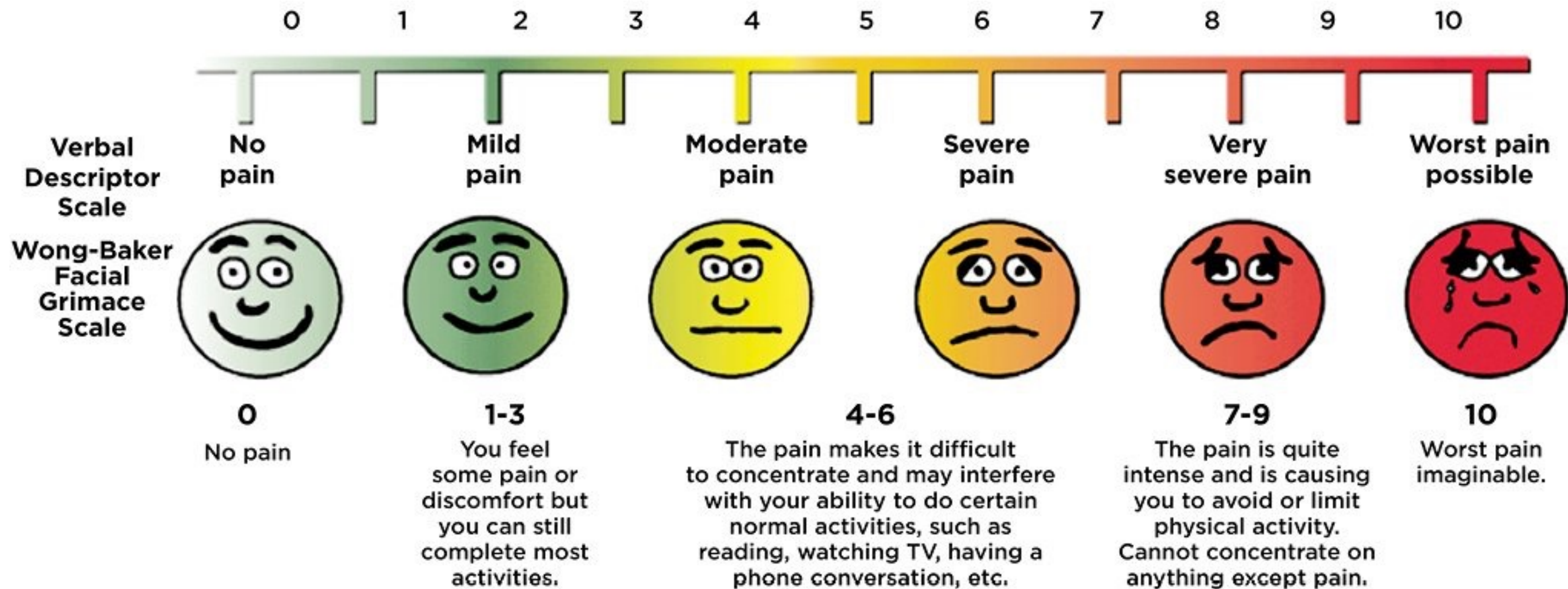
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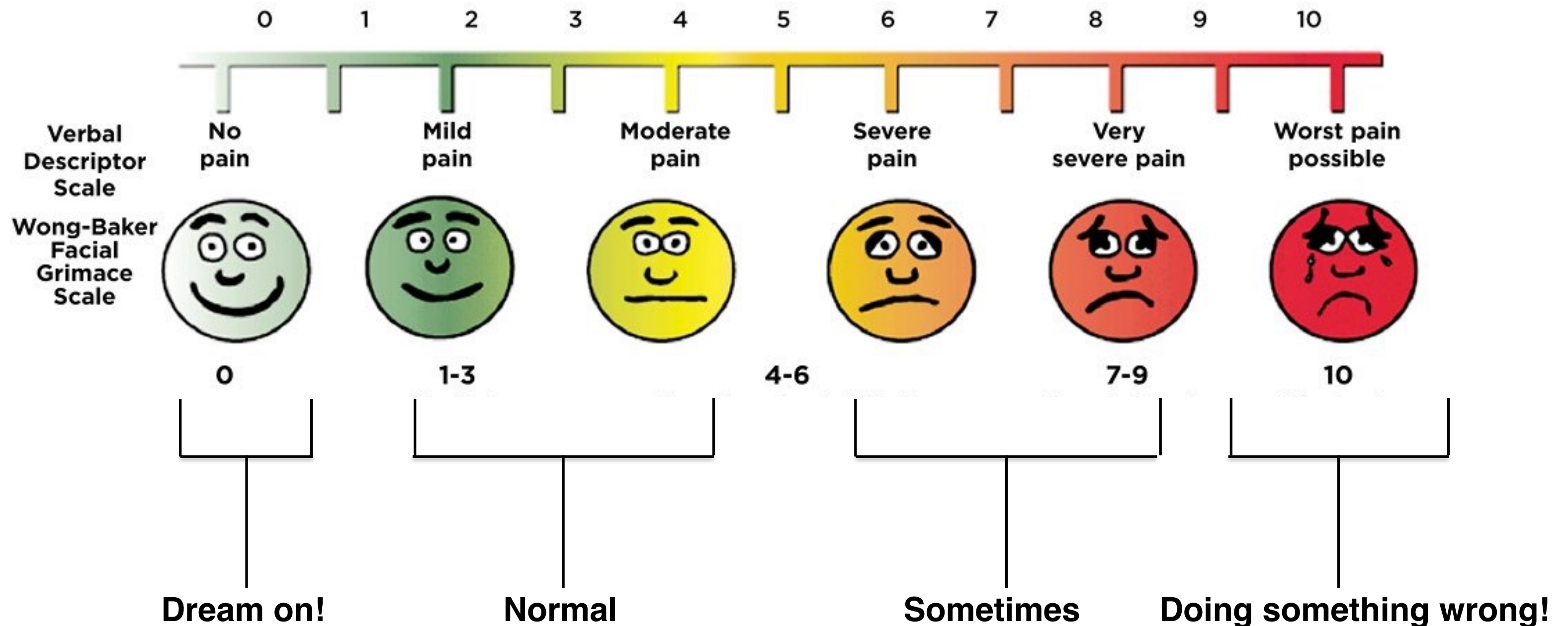
// Everyone has a plan until they
get punched in the mouth! //

-Mike Tyson

Entrepreneurship is about pain management



Entrepreneurship is about pain management and perseverance



Develop a business name



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Develop a business name

1. Simple to remember

Most successful businesses and brands are partially successful because they have names that are simple, unique and easy to remember.

Think:

- Airbnb
- Netflix
- Microsoft
- Uber
- GoDaddy
- Google



2. Have the business service or function in the name

Having a business name that let's your customers know what product or service you are selling when they read or hear the name is important.

Think:

- Instagram
- Snapchat
- YouTube
- Honest Tea
- SoulCycle
- CrossFit



Develop a business name: Use search engine data and feedback from surveys

1. Keyword research

Find keywords Review plan

Your product or service
tea, tea shops, best tea brands [Get ideas](#) [Modify search](#)

This page shows ranges for search volumes. For a more detailed view, set up and run a campaign. [Dismiss](#)

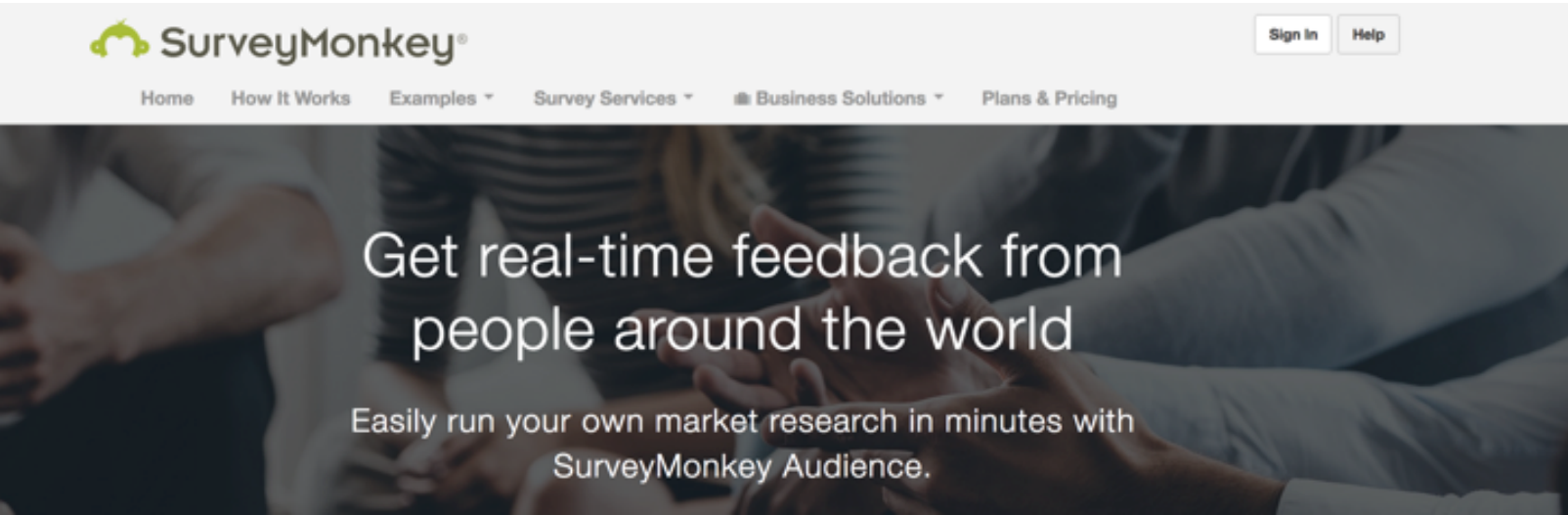
Average monthly searches for all ideas.
1M – 10M

[Ad group ideas](#) [Keyword ideas](#) [Columns](#) [Download](#) [Add all \(703\)](#)

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr.	Add to plan
tea	100K – 1M	Low	\$1.60		»
tea shop	10K – 100K	Low	\$1.36		»
best tea brands	1K – 10K	High	\$1.18		»

Use Google’s keyword data to find words and word combinations that have high search intent and volume.

2. SurveyMonkey or Google Survey



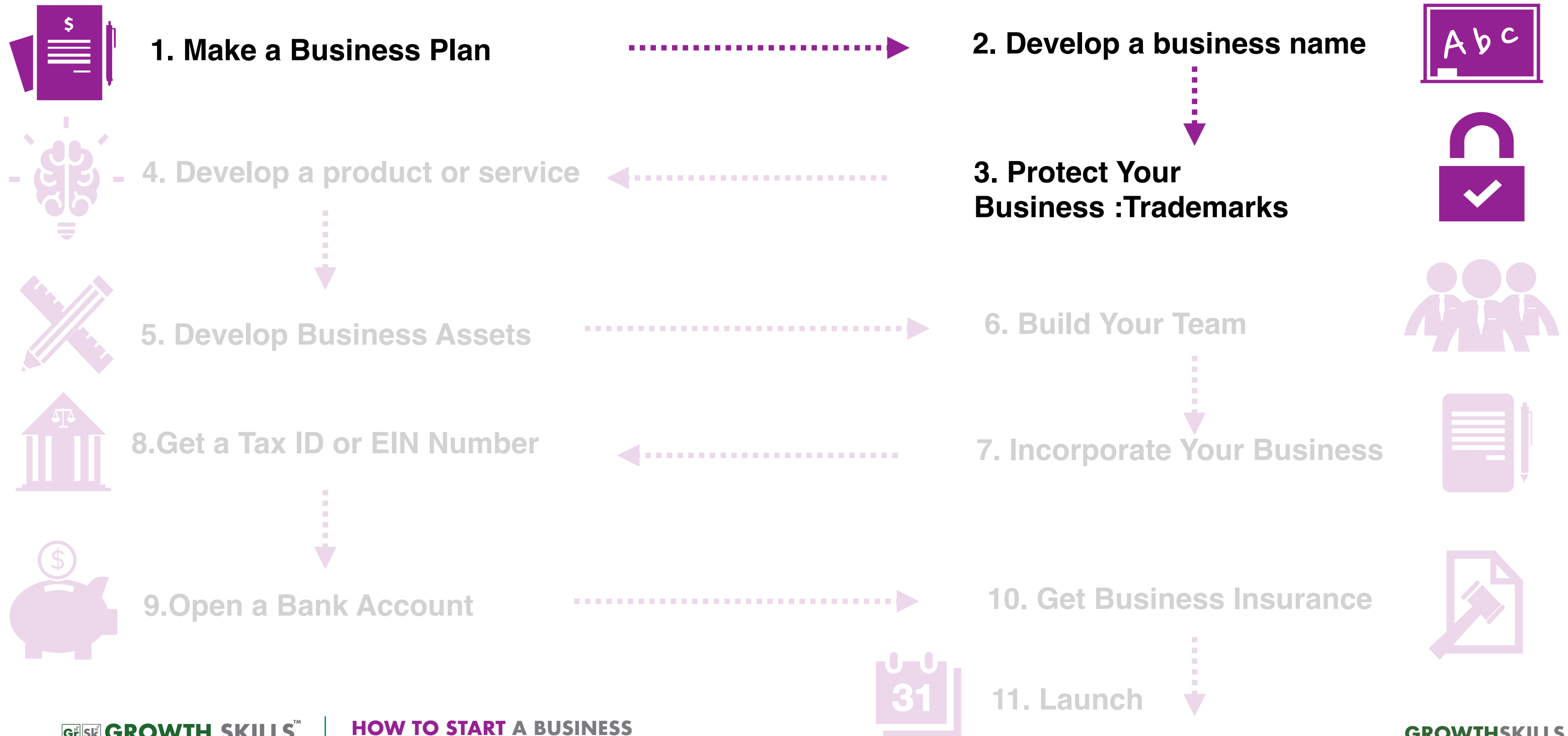
Use surveys to get feedback on your business name. When you setup your survey keep it super simple and easy to complete For example:

Question 1: Which business name do you prefer?

- A. **Business Name 1**
- B. **Business Name 2**

Question 2: Why do you prefer that business name better than the other. Please use the business name in you prefer in your response.

Protect Your Business: Trademarking



Protect Your Business: Trademarking

Once you've narrowed down the names based on feedback from your surveys you need to go to USPTO.gov and do a trademark search. You have to do this to make sure that no one is using the business or product name you want already.

The screenshot shows the USPTO Trademark Electronic Search System (TESS) search interface. At the top, there's a navigation bar with links like Home, Site Index, Search, FAQ, Glossary, Guides, Contacts, eBusiness, eBiz alerts, News, and Help. Below this, the page title is "Trademarks > Trademark Electronic Search System (TESS)". A message states "TESS was last updated on Mon Jun 5 02:21:47 EDT 2017". There are buttons for TESS HOME, NEW USER, STRUCTURED, FREE FORM, SEARCH OG, BOTTOM, and HELP. A "Logout" link is also present. A "Start" button is followed by "List At:" and "OR Jump to record:". A message indicates "6 Records(s) found (This page: 1 ~ 6)". Below this, there's a "Refine Search" section with a dropdown menu showing "(honest tea)[COMB]" and a "Submit" button. The "Current Search" section shows "S5: (honest tea)[COMB] docs: 6 occ: 51". A table of search results is displayed with columns for Serial Number, Reg. Number, Word Mark, Check Status, and Live/Dead. The table contains 6 rows of results. Below the table, there are buttons for TESS HOME, NEW USER, STRUCTURED, FREE FORM, SEARCH OG, BOTTOM, and HELP. A "Logout" link is also present.

United States Patent and Trademark Office

Home | Site Index | Search | FAQ | Glossary | Guides | Contacts | eBusiness | eBiz alerts | News | Help

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Mon Jun 5 02:21:47 EDT 2017

TESS HOME | NEW USER | STRUCTURED | FREE FORM | SEARCH OG | BOTTOM | HELP

Logout Please logout when you are done to release system resources allocated for you.

Start List At: OR Jump to record: 6 Records(s) found (This page: 1 ~ 6)

Refine Search (honest tea)[COMB] Submit

Current Search: S5: (honest tea)[COMB] docs: 6 occ: 51

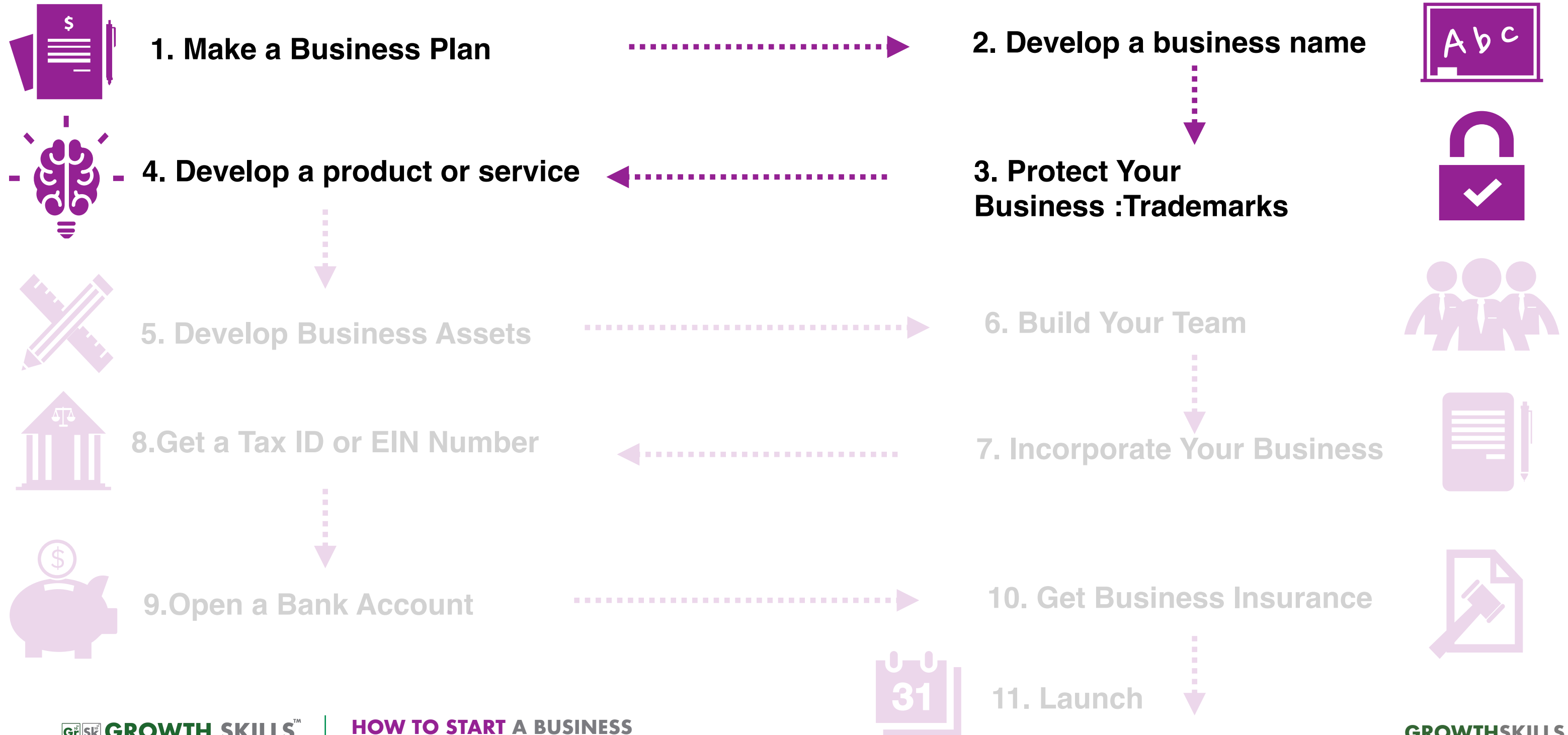
Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1 87248736		AUTHENTICTEALOUGHABILITIESERENITEA HONESTEASPIRITUALITEALOVABILITEA CREATIVITEASINCERITEALOYALTEA	TSDR	LIVE
2 86179374		HONEST TEA	TSDR	LIVE
3 86279133		HONEST TEA T COMMUNITY GREEN TEA	TSDR	LIVE
4 76277066	2645471	HONEST TEA REAL TEA. REAL TASTE. HONEST. COMMUNITY GREEN	TSDR	DEAD
5 75577146	2370111	T HONEST TEA FRESHLY BREWED & BARELY SWEETENED	TSDR	DEAD
6 75387477	2271571	HONEST TEA	TSDR	LIVE

TESS HOME | NEW USER | STRUCTURED | FREE FORM | SEARCH OG | BOTTOM | HELP

Logout Please logout when you are done to release system resources allocated for you.

[USPTO.GOV](https://USPTO.gov)

Develop a product or service



Develop a product or service

Your product or service should be:



Something that you are great at



Something that you love to do



Something that people will pay for



Developing *business assets*



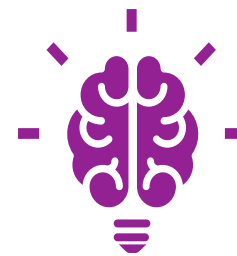
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Developing business assets

Once you have a strong product and business name that is available to trademark you must buy the domain name and create other business assets. You will need to have a website up to set a first use date and so that the trademark team can review to ensure you are using the site in the manner you are trademarking it for.

Domain Name & Hosting

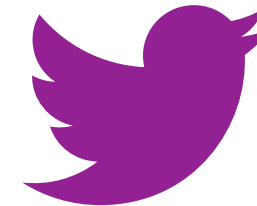


Use a site like GoDaddy.com to buy hosting and a domain name. Stick with .com and if you have to you can and use a .co (company) if a strong .com is not available. If you are an organization you can buy the .org. If you have some money it might be worth it to buy all versions (.com,.net,.org,.co) etc to protect yourself.

Brand Identity



The most important thing you will need is a logo. You can also trademark the logo as well if you wanted to. Keep your logo simple. Find an interesting font on fontspace.com or fontquirrel.com and use it to create a letter mark. Pick a nice color scheme and make sure you add the logo to your website.



Social Media Properties

Once you pick a name you should make sure you create profiles on social media sites. Your customers expect you to be in these places so you have to make sure that you own and are prepared to use the big platforms like, Facebook, Twitter, YouTube and Instagram.

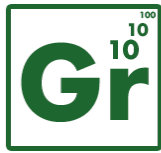


Website CMS

A content management system allows you to quickly build and update your website. Most of the popular ones come with amazing prebuilt templates. You can use a website like ThemeForest.com to find amazing themes for some of the CMSs out there.

Growth Skills example

Googolplex is the 2nd largest number.



GROWTH SKILLS™

The periodic table will be used to create growth elements

Forest Green is organic and hints at money and plants growing.

Steel Grey is neutral but essential for building strong infrastructure.

Periodic Table of SEO

ON-THE-PAGE FACTORS
These elements are in the direct control of the publisher

CONTENT

- Cq** QUALITY: Are pages well written & have substantial quality content?
- Cr** RESEARCH: Have you researched the keywords people may use to find your content?
- Cw** WORDS: Do pages use words & phrases you hope they'll be found for?
- Cf** FRESH: Are pages fresh & about "hot" topics?
- Cv** VERTICAL: Do you have images, local, news, video or other vertical content?
- Ca** ANSWERS: Is your content formatted into direct answers within search results?
- Vt** THINK: Is content "thin" or "shallow" & lacking substance?

ARCHITECTURE

- Ac** CRAWL: Can search engines easily "crawl" pages on site?
- Ad** DUPLICATE: Does site manage duplicate content issues well?
- Am** MOBILE: Does your site work well for mobile devices & make use of app relinking?
- As** SPEED: Does site load quickly?
- Au** URLS: Do URLs contain meaningful keywords to page topics?
- Ah** HTTPS: Does site use HTTPS to provide secure connection for visitors?
- Vc** CLOAKING: Do you show search engines different pages than humans?

HTML

- Ht** TITLES: Do HTML title tags contain key words relevant to page topics?
- Hd** DESCRIPTION: Do meta description tags describe what pages are about?
- Hs** STRUCTURE: Do pages use structured data to enhance listings?
- Hh** HEADERS: Do headlines & subheaders use header tags with relevant keywords?
- Vs** STUFFING: Do you excessively use words you want pages to be found for?
- Vh** HIDDEN: Do colors or design "hide" words you want pages to be found for?

OFF-THE-PAGE SEO

CONTENT

- Cq** QUALITY: Are links from trusted, quality or respected web sites?
- Cr** RESEARCH: Do links point to pages you hope they'll be found for?
- Cw** WORDS: Do many links point at your web pages?
- Cf** FRESH: Have you purchased links in hopes of better rankings?
- Cv** VERTICAL: Have you created links by sponsoring blogs, forums or other places?
- Ca** ANSWERS: Has someone regularly visited your site or socially shared it?
- Vt** THINK: Has someone or their friends socially favored the site?
- Vc** CLOAKING: Do those respected on social networks share your content?

ARCHITECTURE

- Ac** CRAWL: Has site or its domain been around a long time, operating in same way?
- Ad** DUPLICATE: Does site use means to verify its identity & that of authors?
- Am** MOBILE: Has site been flagged for hosting pirated content?
- As** SPEED: Is your content ad heavy, especially "above the fold"?
- Au** URLS: Are links from trusted, quality or respected web sites?
- Ah** HTTPS: Do links pointing at pages use words you hope they'll be found for?
- Vt** THINK: Do many links point at your web pages?
- Vc** CLOAKING: Have you purchased links in hopes of better rankings?

HTML

- Ht** TITLES: Has site or its domain been around a long time, operating in same way?
- Hd** DESCRIPTION: Does site use means to verify its identity & that of authors?
- Hs** STRUCTURE: Has site been flagged for hosting pirated content?
- Hh** HEADERS: Is your content ad heavy, especially "above the fold"?
- Vt** THINK: Do many links point at your web pages?
- Vc** CLOAKING: Have you purchased links in hopes of better rankings?

TRUST

- Ta** AUTHORITY: Do links, shares & other factors make site a trusted authority?
- Te** ENGAGE: Do visitors spend time reading or "bounce" away quickly?
- Th** HISTORY: Has site or its domain been around a long time, operating in same way?
- Ti** IDENTITY: Does site use means to verify its identity & that of authors?
- Vd** PRIVACY: Has site been flagged for hosting pirated content?
- Va** ADS: Is your content ad heavy, especially "above the fold"?
- Vi** SPAM: Have you created links by sponsoring blogs, forums or other places?
- Vs** STUFFING: Has someone regularly visited your site or socially shared it?
- Vh** HIDDEN: Has someone or their friends socially favored the site?
- Vc** CLOAKING: Do those respected on social networks share your content?

PERSONAL

- Pc** COUNTRY: What country is someone located in?
- Pl** LOCALITY: What city or local area is someone located in?
- Ph** HISTORY: Has someone regularly visited your site or socially shared it?
- Pg** SOCIAL: Has someone or their friends socially favored the site?
- Sr** REPUTATION: Do those respected on social networks share your content?
- Ss** SHARES: Do many share your content on social networks?

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "redaction" factors shown in red harm your chances.

CMSSs are not created equal



ESSENTIAL	WORDPRESS	MAGENTO	DRUPAL	SHOPIFY	JOOMLA	AEM	WIX	SITECORE
SEO	✓	✓	✗	✗	✗	✗	✗	✓
User Friendly	✓	✓	✓	✓	✗	✗	✓	✗
Security	✗	✗	✗	✓	✓	✓	✓	✓
Up to date	✓	✓	✓	✓	✓	✓	✓	✓
Price	Free	Basic is free	Free	Paid	Free	Free trial available	Free	Paid
Open Source	✓	✓	✓	✓	✓	✗	✗	✓
Plug Ins	✓	✓	✓	✓	✓	Available but less	✓	✓
Text Editor	✓	✓	✓	✓	✓	✓	✓	✓
Themes	✓	✓	✓	✓	✓	✓	✓	✓
Mobile Friendly	✓	✓	✓	✓	✓	✓	✗	✗
Enterprise	✓	✓	✓	✓	✗	✓	✗	✓
Scalability	✓	✓	✓	✗	✓	✓	✗	✓

Building your team



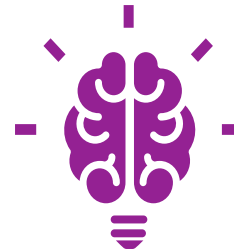
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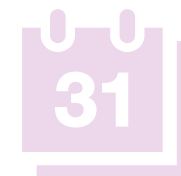
8. Get a Tax ID or EIN Number



9. Open a Bank Account




10. Get Business Insurance



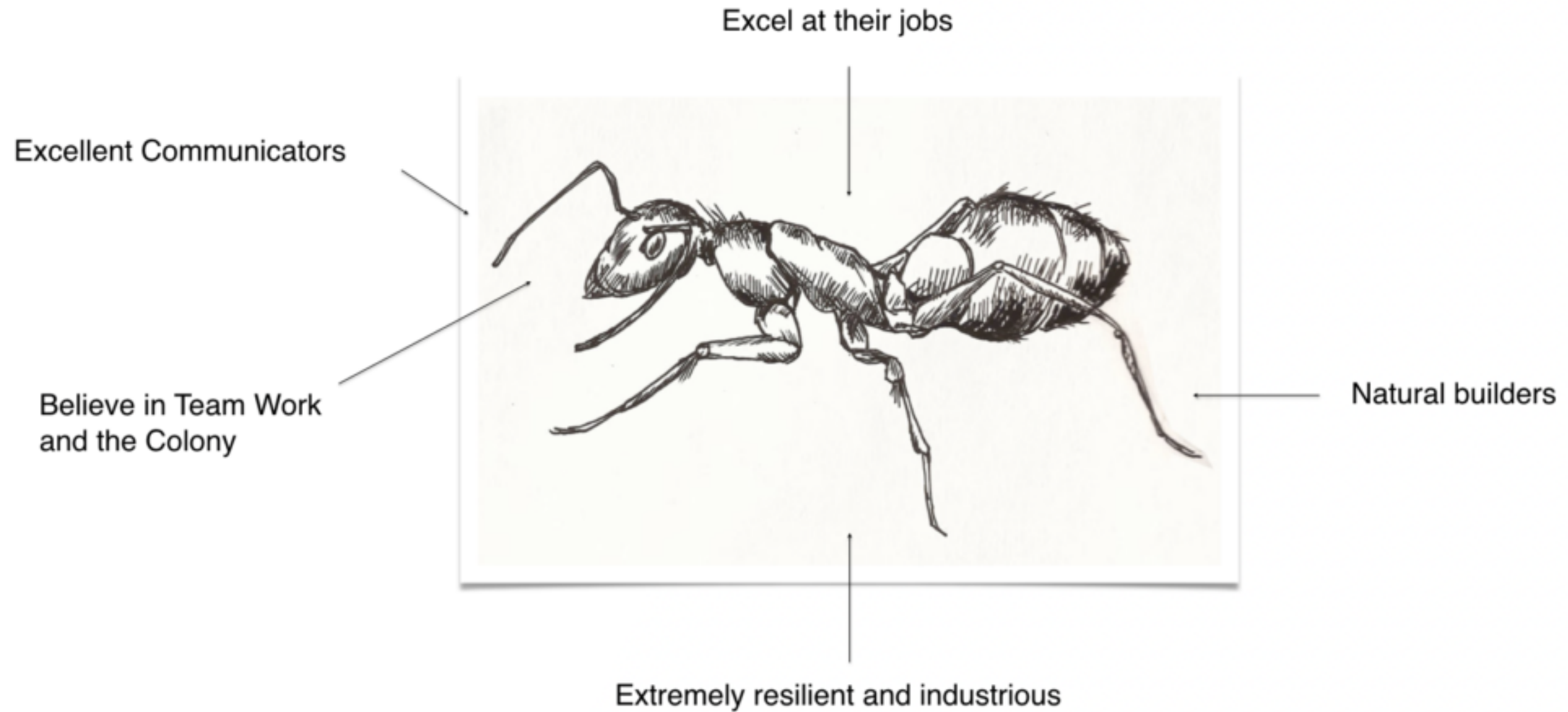
11. Launch



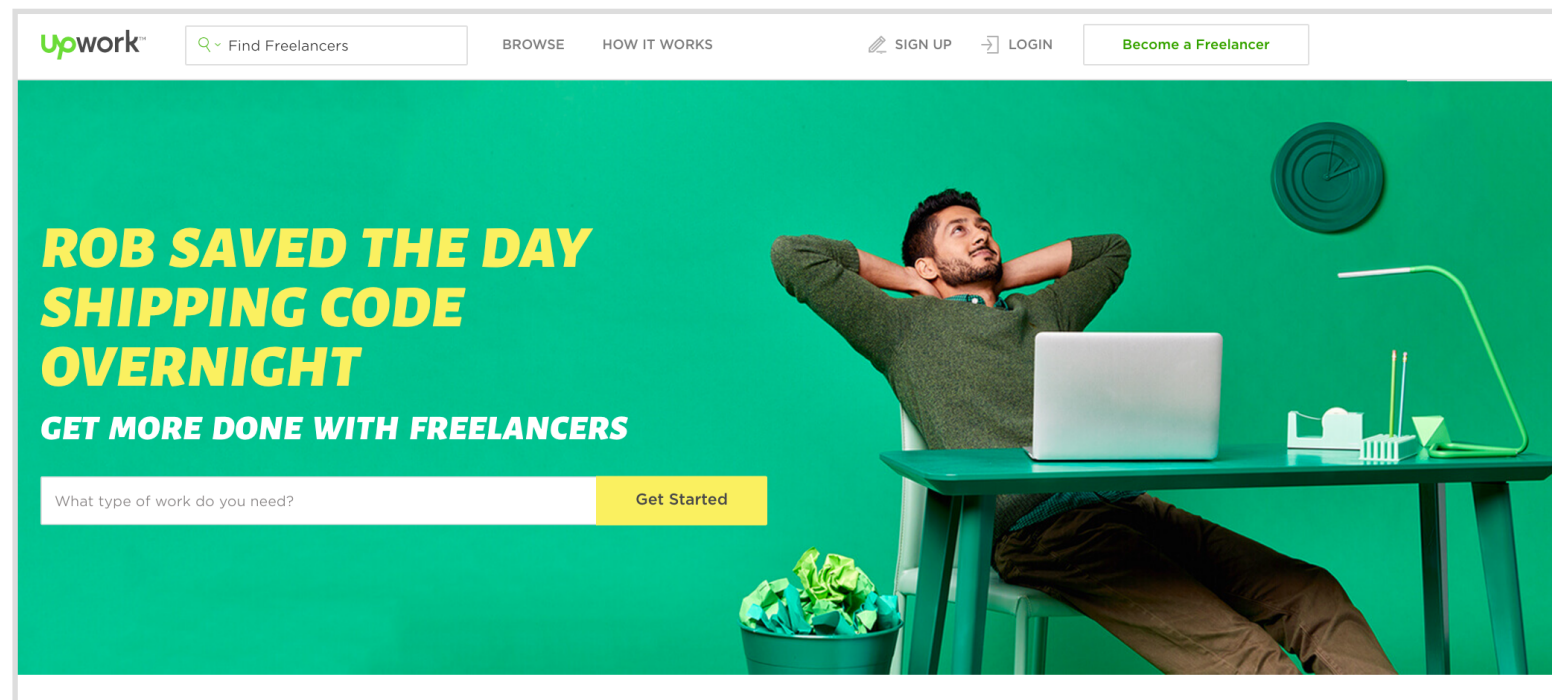
A close-up, shallow depth-of-field photograph of a person's hand and arm. The person is wearing a dark navy blue suit jacket over a white dress shirt and a dark tie. Their right hand is extended forward, palm facing slightly towards the viewer, with fingers slightly curled. The background is a blurred office interior with glass partitions and a door handle visible on the right.

**Partners must have
strengths and skills
that you don't!**

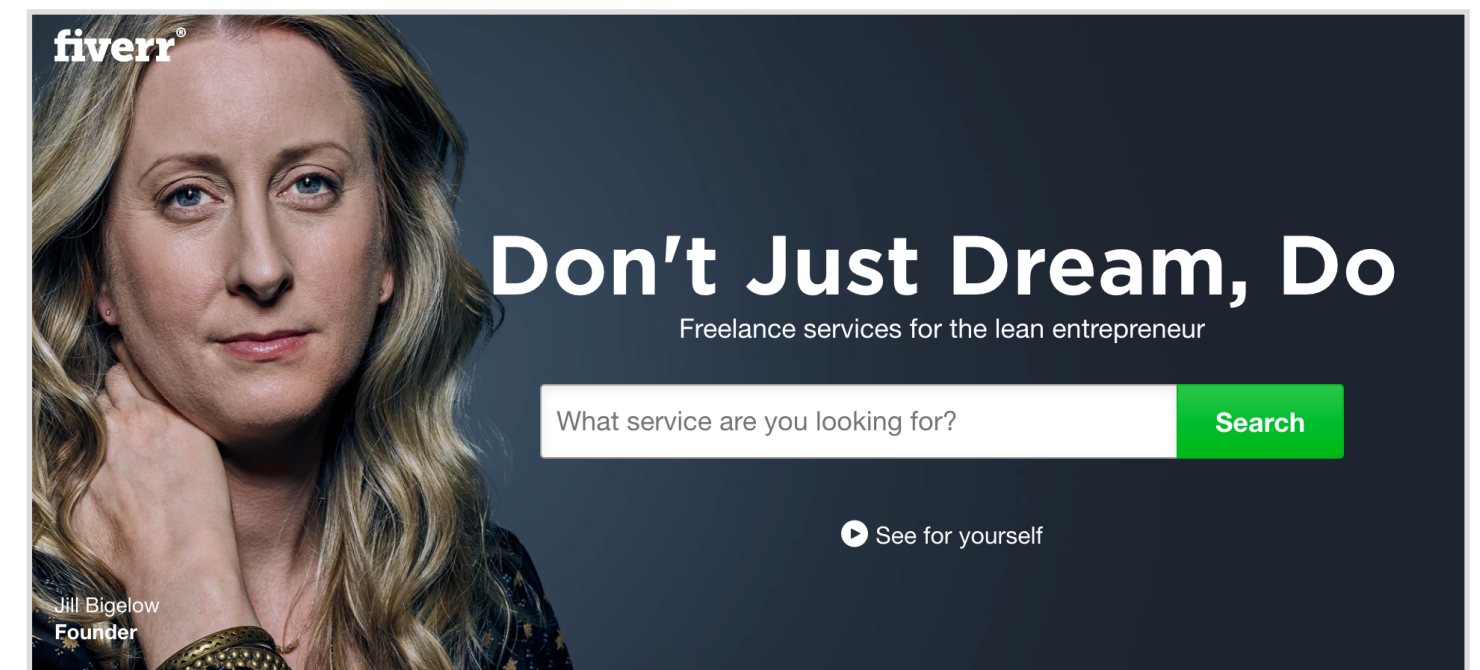
Hire Ants



Finding freelance staff



<https://www.upwork.com/>



<https://www.fiverr.com/>

Incorporate your business



Business structures: Incorporating

Sole proprietorship

A sole proprietorship is easy to form and gives you complete control of your business. You're automatically considered to be a sole proprietorship if you do business activities but don't register as any other kind of business.

Partnership

Partnerships are the simplest structure for two or more people to own a business together. There are two common kinds of partnerships: limited partnerships (LP) and limited liability partnerships (LLP).

Limited liability company (LLC)

An LLC lets you take advantage of the benefits of both the corporation and partnership business structures. LLCs protect you from personal liability in most instances, your personal assets — like your vehicle, house, and savings accounts — won't be at risk in case your LLC faces bankruptcy or lawsuits.

C corp

A corporation, sometimes called a C corp, is a legal entity that's separate from its owners. Corporations can make a profit, be taxed, and can be held legally liable.

Business structure		Ownership	Liability	Taxes
Sole proprietorship	One person		Unlimited personal liability	Personal tax only
				Self-employment tax (except for limited partners)
Partnerships	Two or more people		Unlimited personal liability unless structured as a limited partnership	Personal tax
Limited liability company (LLC)	One or more people		Owners are not personally liable	Self-employment tax
				Personal tax or corporate tax
Corporation - C corp	One or more people		Owners are not personally liable	Corporate tax

Business structures: Incorporating

S corp

An S corporation, sometimes called an S corp, is a special type of corporation that's designed to avoid the double taxation drawback of regular C corps. S corps allow profits, and some losses, to be passed through directly to owners' personal income without ever being subject to corporate tax rates.

B corp

A benefit corporation, sometimes called a B corp, is a for-profit corporation recognized a majority of U.S. states. B corps are different from C corps in purpose, accountability, and transparency, but aren't different in how they're taxed.

B corps are driven by both mission and profit. Shareholders hold the company accountable to produce some sort of public benefit in addition to a financial profit. Some states require B corps to submit annual benefit reports that demonstrate their contribution to the public good.

Nonprofit corporation

Nonprofit corporations are organized to do charity, education, religious, literary, or scientific work. Because their work benefits the public, nonprofits can receive tax-exempt status, meaning they don't pay state or federal taxes income taxes on any profits it makes.

Nonprofits are often called 501(c)(3) corporations — a reference to the section of the Internal Revenue Code that is most commonly used to grant tax-exempt status.

Business structure	Ownership	Liability	Taxes
Corporation - S corp	One or more people, but no more than 100, and all must be U.S. citizens	Owners are not personally liable	Personal tax
Corporation - B corp	One or more people	Owners are not personally liable	Corporate tax
Corporation - Nonprofit	One or more people	Owners are not personally liable	Tax-exempt, but corporate profits can't be distributed

Get a *business tax ID* or *EIN*



Business Tax ID: Use Legal Zoom or file an application on the IRS website

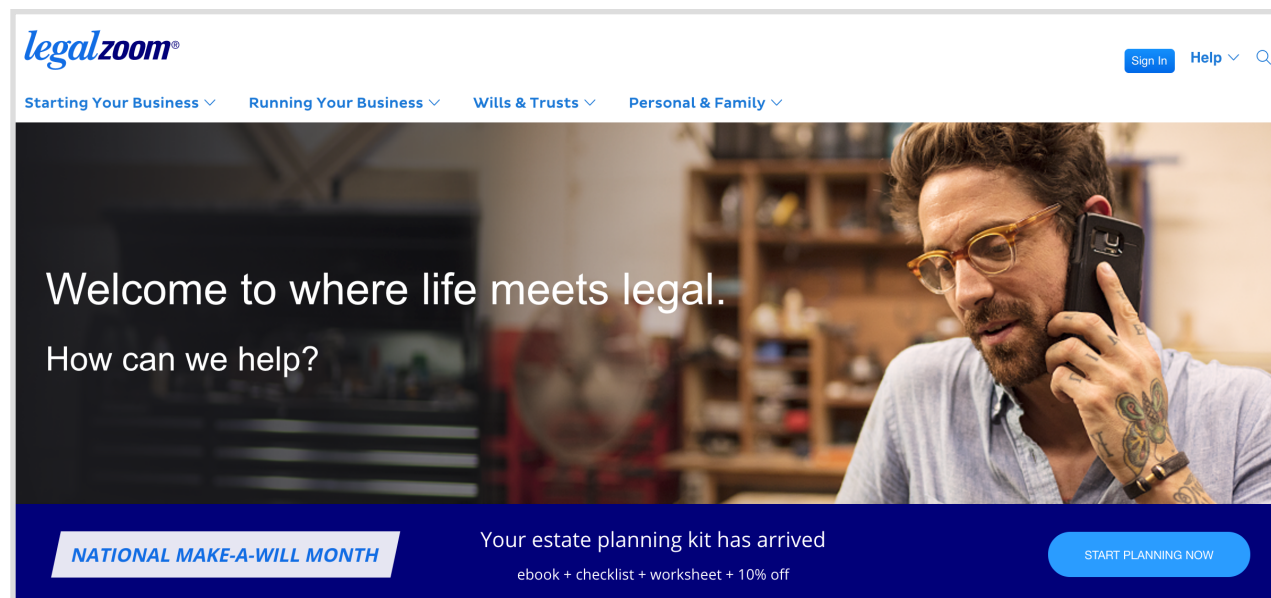
EIN or Federal Tax ID

An Employer Identification Number (EIN) is also known as a Federal Tax Identification Number, and is used to identify a business entity. Generally, businesses need an EIN.

How to get a Tax ID:

- You can either use a company like LegalZoom to get you an EIN and incorporate your business.
- Or you can go to [IRS.GOV](https://www.irs.gov) and fill out the application for one on your own.

[LegalZoom.com](https://www.legalzoom.com)



[IRS.GOV](https://www.irs.gov)

1 Determine Your Eligibility...

- You may apply for an EIN online if your principal business is located in the United States or U.S. Territories.
- The person applying online must have a valid Taxpayer Identification Number (SSN, ITIN, EIN).
- You are limited to one EIN per [responsible party](#) per day.

2 Understand the Online Application...

- You must complete this application in one session, as you will not be able to save and return at a later time.
- Your session will expire after 15 minutes of inactivity, and you will need to start over.

3 Submit Your Application...

- After all validations are done you will get your EIN immediately upon completion. You can then download, save, and print your EIN confirmation notice.

[Apply Online Now](#)

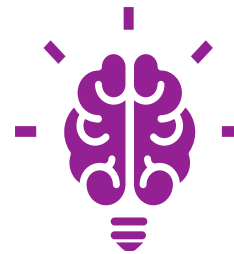
Get a *business bank account*



1. Make a Business Plan



2. Develop a business name



4. Develop a product or service



3. Protect Your
Business :Trademarks



5. Develop Business Assets



6. Build Your Team



8. Incorporate Your Business



7. Get a Tax ID or EIN Number



9. Open a Bank Account



10. Get Business Insurance



11. Launch



Getting a *business bank account*

Once you have chose a business name and incorporated it you have to get a business bank account. You should be very disciplined with how you use your business bank account and keep it totally separate from your personal accounts. Most banks have some sort of business account and most come with services fees. Nerd Wallet has an article where they show you all the banks that offer free checking accounts. They break it down by State to make choosing one easier.

New York

- Apple Bank: [Free SupremeValue Business Checking](#)
- Bank of the Ozarks: [Free Small Business Checking](#)
- Cathay Bank: [Business Checking](#)
- Citizens Bank: [Clearly Better Business Checking](#)
- National Cooperative Bank: [Basic Business Checking](#)
- Popular Community Bank: [Totally Free Business Checking](#)

New Jersey

- Affinity Federal Credit Union: [Business Checking](#)
- The Bank of Princeton: [Wise Business Checking](#)
- Cathay Bank: [Business Checking](#)
- Citizens Bank: [Clearly Better Business Checking](#)
- Columbia Bank: [Free Business Checking](#)
- Popular Community Bank: [Totally Free Business Checking](#)
- United Teletech Financial Federal Credit Union: [Free Business Checking](#)

<https://www.nerdwallet.com/blog/small-business/find-free-business-checking-account>

Get *business insurance*



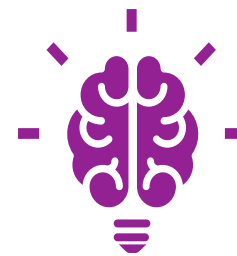
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Business Insurance

Assess your risks. Think about what kind of accidents, natural disasters, or lawsuits could damage your business. If you need help, the National Federation of Independent Businesses (NFIB) provides information for choosing insurance to help you assess your risks and to make sure you've insured every aspect of your business.

Find a reputable licensed agent. Commercial insurance agents can help you find policies that match your business needs. They receive commissions from insurance companies when they sell policies, so it's important to find a licensed agent that's interested in your needs as much as his/her own.

Shop around. Prices and benefits can vary significantly. You should compare rates, terms, and benefits for insurance offers from several different agents.

Re-assess every year. As your business grows, so do your liabilities. If you have purchased or replaced equipment or expanded operations, you should contact your insurance agent to discuss changes in your business and how they affect your coverage.

Insurance type	Who it's for	What it does
General liability insurance	Any business.	This coverage protects against financial loss as the result of bodily injury, property damage, medical expenses, libel, slander, defending lawsuits, and settlement bonds or judgments.
Product liability insurance	Businesses that manufacture, wholesale, distribute, and retail a product.	This coverage protects against financial loss as a result of a defective product that causes injury or bodily harm.
Professional liability insurance	Businesses that provide services to customers.	This coverage protects against financial loss as a result of malpractice, errors, and negligence.
Commercial property insurance	Businesses with a significant amount of property and physical assets.	This coverage protects your business against loss and damage of company property due to a wide variety of events such as fire, smoke, wind and hail storms, civil disobedience and vandalism.
Home-based business insurance	Businesses that are run out of the owner's personal home.	Coverage that's added to homeowner's insurance as a rider can offer protection for a small amount of business equipment and liability coverage for third-party injuries.
Business owner's policy	Most small business owners, but especially home-based business owners.	A business owner's policy is an insurance package that combines all of the typical coverage options into one bundle. They simplify the insurance buying process and can save you money.

Launch



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Launching

Soft Launch

Soft launch is when you launch your business and give limited amount of people access to your product or service.

Soft launches are used to get feedback on the business before you do the full launch.

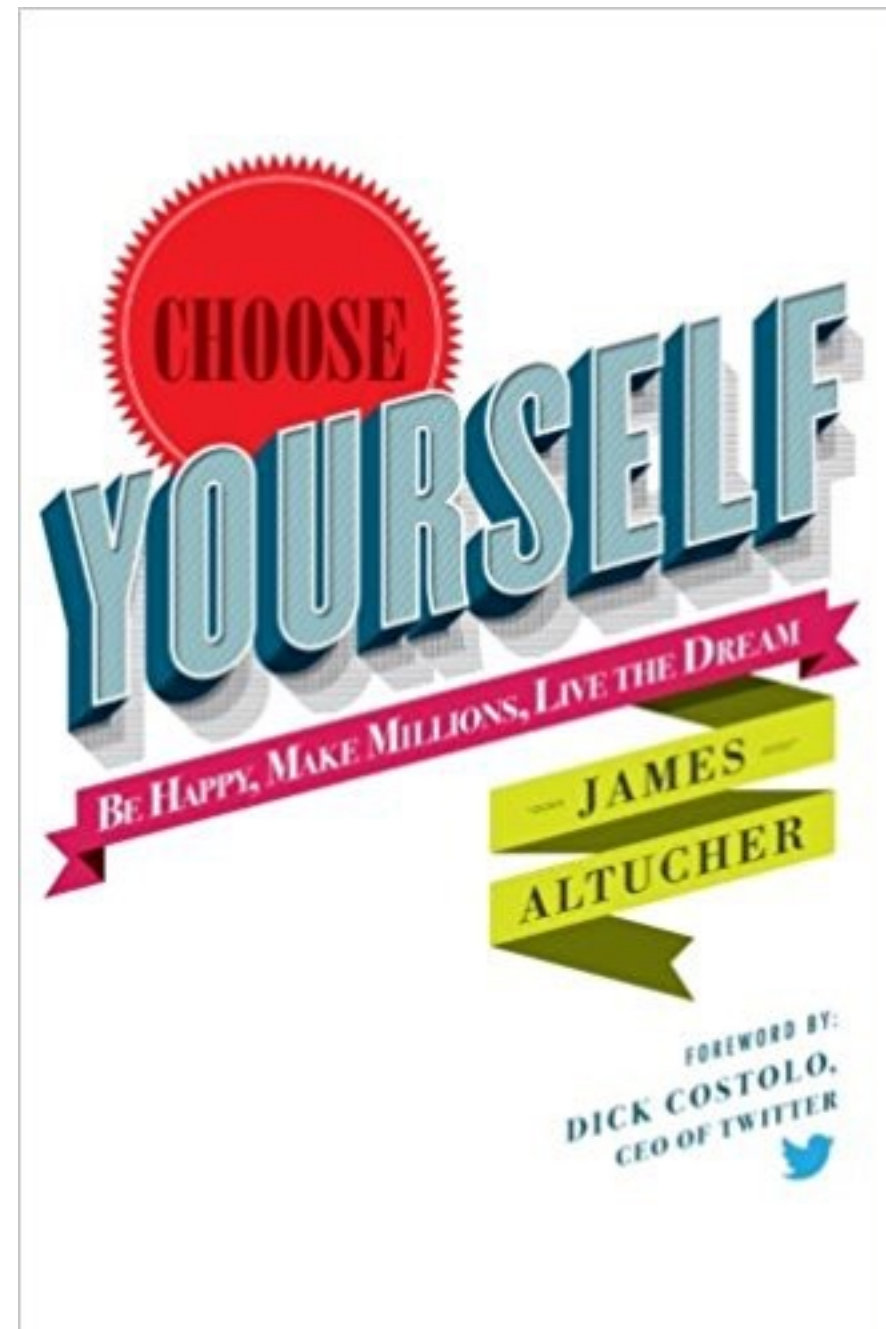
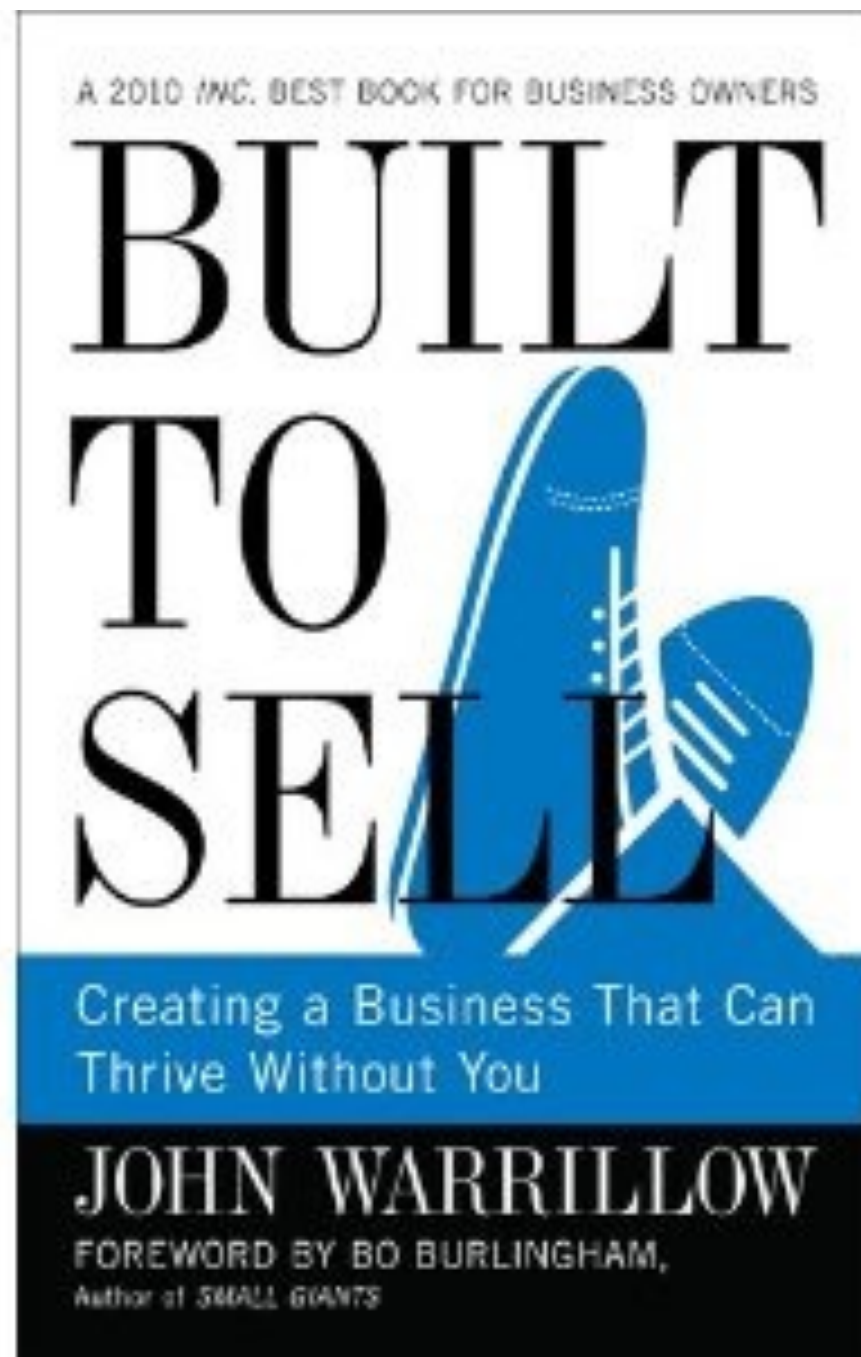
Full Launch

A full launch is when you are ready to let the world know about your business.

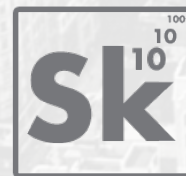
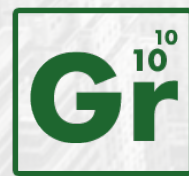
When you do a full launch you should execute against the marketing plan that you created as part of your business plan. This will ensure you reach the largest audiences possible.



Required listening and reading



Thank you



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growthskills.co