

ENTREPRENEURSHIP

ENTREPRENEUR BUSINESS PLAN 101

FAVIOLA THE INTERPRETER AND ENTREPRENEUR



Hello, my name is Faviola “The Interpreter & Entrepreneur”

I’m a former Chief Executive Officer of a Top Notch Language agency in California. I’m a business owner and entrepreneur and a contract holder with the State of California, SJSJ, Sacramento County, USCIS, CAVA, PICO, OPWDD NY and more...

I’m a professional interpreter, entrepreneur, trainer and speaker. I’ve been providing language and business training throughout California and Online for thousands of business opportunity seekers.

I am Owner and Founder of "Faviola the Interpreter and Entrepreneur" business, a California based established business. Who is proud to introduce you with a new cloud-based online interpretation and business training program that will allow anyone with bilingual or special skills and a "Go-Getter" attitude to start their own business.

I have over 25 yrs of professional business experience, and over 18 years of professional language experience. I hold a Small Business Certificate from the City of Sacramento, a DGS contract from the State of California and I’m a Woman Owned Certified Business.

I decided 18 years ago to take a “leap of faith” and I built my business “literally” from the ground up. I learned the *"Good, Bad and Evil"*...And I want to help you AVOID running into all the *"BAD & EVIL"* and want to teach you all the *"GOOD"*.

I've helped many businesses throughout the years on how to get their business started, as well as trained thousands of freelancers to become entrepreneurs...And, I can help you!

So, let’s get STARTED and put you to the #challenge:

It’s never too started. Never things. Never too Never too late to



late to get too late to fix late to grow. LEARN.

What you need to get **YOUR BUSINESS STARTED**

YOU NEED A BUSINESS PLAN in order to AVOID the unnecessary headaches that this wonderful world of Business Brings... It can bring us JOY, as well as PAIN...so it's up to you to do things right to PREVENT the PAIN!

This Business Plan will help entrepreneurs like you Start Your Own Business. The Business Plan provides you with advice, tools, guides and information that I've used throughout my 18 years in business and this plan will help you Step-by-Step on your Business Journey and although, it may not be necessary to have a business plan and many entrepreneurs have succeeded without one (I myself did not create one, until 10 years later), but I found it to be very helpful!

So, first and foremost, your business plan should convince *you* that your idea(s), products and/or services will make sense--because remember your time, money, and your efforts are all on the line. So, when creating a business plan, you need to keep in mind that this plan will be your solid blueprint to help you create a successful business. This plan will need to include some or all items included on the [Table of Contents](#) that I'm sharing with you in this Business Plan. Your plan should provide a strategic plan, operational plan, you will need to develop a marketing and sales plan, create the foundation for smooth operations. This Business Plan will also help you in maybe--just maybe--convince a lender or investor to jump on board with your Business Venture. Sometimes, developing a business plan is the ideal thing to do before actually "jumping into a business" because this will help you decided whether to actually start a business or not...some people may realize that if the plan fails on paper, the business may not work at all.

Let's Get Started

Before you start your business plan you need to make sure that you are ready and prepared to take on this Business Journey...Because remember going in business for yourself can be very rewarding, but with those rewards comes; headaches, long hours, hard work, dedication, motivation and more importantly that when things get hard, you will be tough enough to face those tough and hard challenges...So are YOU IN?!

Are you in it to WIN IT!!!

Things to ponder when creating your plan, if you will need your plan to:

1. Obtain financing for your business; bank, friends, relatives, etc...;
2. Seek potential partners or investors.
3. Hire or contract staff or freelancers to help you with your business.

Why prepare. Because a business does not remain “static” especially in this day in age. Keep in mind that in your business, you will make mistakes, but it's going to be very important that you learn from them, as well as adapt and react to all the changes this digital business world has to offer: changes with the economy, recessions, marketplace, customers, and also your products and services, etc. Every successful business identifies the problems, looks for solutions and identifies opportunities and the challenges that may arise and will learn to react accordingly.

“It doesn't rain forever” and “The Storm WILL Pass”

Writing a Business Plan

So, there's many "free templates" that you can use to create your plan as well as platforms, but I for one like to use the Docs Google platform because this keeps ALL my documents in one place, but more importantly I will have access to them online 24/7.

Heading: **Business Plan**

Owners: **Names of all owners, partners, executive management**

Headquarters: **Office location, if virtual, online, etc.**

Contact Information: **Telephone, Fax, Email, Website, Social Media, etc.**

Table of Contents: **Here's the commonly used list of "Table of Contents"**

Also, important to include in your Business Plan:

- Mission Statement (If any)
- Vision Statement (If any)
- Executive Summary
- Overview and Objectives
- Products and / or Services (*What you provide and offer*)
- Market Opportunities (*Who will be your Target Market*)
- Sales and Marketing (*Who will you market to: Geographic area*)
- Competitive Analysis (*Obtain an Industry Analysis to identify your competition*)
- Operations
- Management Team
- Financial Analysis

Table of Contents

What should be included in **Your Business Plan**...Along, with the [items listed above](#)

I. Table of Contents.

I. General Company Description.

II. Products and Services.

III. Marketing Plan.

Notes on Preparation:

The Marketing Plan:

Sales Forecast

IV. Operational Plan.

Production.

Location

Legal Environment

Inventory (if any)

Suppliers (if any)

Credit Terms and Policies

V. Management and Organization

Professional and Advisory Support

VI. Personal Financial Statement

VII. Financial History and Analysis (if any)

VIII. Financial Plan

How to Start Your Business

Things to ponder...make sure that you complete and check each box as you finish completing each item. SAVE your receipts or information of who you purchased from or registered with...

➤ What type of **Business are you Starting**

- Products
- Services or an,
- Online Business

➤ What **structure** will your Business be

- Sole Proprietor
- Partnership
- Corporation
- Limited Liability

➤ Select your **Business Name**

- Company Name
- Personal Name

➤ Register your **Trade Name** and make sure to file your **fictitious business name** and
(publish it on a local newspaper)

Who did you file it with (put name here):

(check here), if Completed... **SAVE RECEIPT and ENTER in you Billing system**

➤ Obtain a **Business License** - (check with your city, state because not all require a B.L)

(check here), if Completed... **SAVE RECEIPT and ENTER in you Billing system**

➤ **Apply for your (EIN)** Employer Identification Number with the State (I don't recommend
you use your SSI for business)

(check here), if Completed... **SAVE RECEIPT and ENTER in you Billing system**

➤ **Open a Business Account** (Even if your a Sole Proprietor, I recommend you open a
Business account...Don't "commingle your funds)

(check here), if Completed... **SAVE RECEIPT and ENTER in you Billing system**

➤ Get **accounting software** (I recommend Quickbooks, even if you use PayPal to accept
payments) - QB is easy to use and it will help you during tax time.

(check here), if Completed... **SAVE RECEIPT and ENTER in you Billing system**

Tax Write Offs

Below is a simple List of Commonly Used Tax Write Off, but there's so many more!!

Simple list of Tax Write-Offs			
Home Office	Utility Expenses	Business Meals	Travel Expenses
Business Insurance	Medical Expenses	Education	Car Expense
Charitable Contributions	Retirement	Business Interest & Fees	Childcare
Mortgage Interest	Moving Expenses	Mileage	Office Supplies
Legal and Professional Fees	Internet / Email	Postage	Cell Phones

Keep track of ALL YOUR EXPENSES!

Remember that the “burden of proof”, is “The responsibility to substantiate entries, deductions, and statements made on your tax returns, which is known as the burden of proof. You must be able to prove certain elements of expenses to deduct them.”

*As a small business, freelancer, AND/ OR Entrepreneur, we always forget to track the small things, so make sure to have your monthly items ready and organized, so when Tax season comes YOU WILL BE READY! **MAKE SURE YOU GET MY PLANNER**, IT WILL PROVIDE YOU WITH ALL THESE TOOLS AND DEDUCTIONS*

Growing and Marketing Your Business

Ok, so now that you got the necessary legal Step-by-Step of what you need to START YOUR BUSINESS, it's time to get down to business! The following are just the basic fundamental items that you need to keep your business going and things to ponder as all these things NEED to get done to get **"YOUR BUSINESS GOING AND GROWING"**

So, you need to get the following items in place. And you have to understand that it's going to take time, but that's OK, right? Yes, it's OK because as long as you got the above steps completed you are off to a GREAT START!

So, things you you need:

- Brand Your Business
- Mission and Vision
- Business Plan
- Strategic Plan
- Web Design
 - a. Design and Planning of pages
 - b. Research, Page Creation, Content and Image building
 - c. SEO: Write and Insert Meta Tags for SEO
 - d. File Transfer and Functionality of Website
 - e. Facebook, Twitter, Google page design and Mobile Design
 - f. Google Analytics, Bing and Yahoo set-up
- Market Your Business
 - a. Brochures
 - b. Business Cards
 - c. Flyers
 - d. Media Kits
 - e. Press Releases
 - f. Social Media Marketing

And so much more...but it's ok, don't get overwhelmed - trust me! IT WILL GET DONE WITH ALL MY **STEP-TO-STEP TRAINING PROCESS ---HERE'S A SNEAK PEAK ON MY PLANNER**

Where do you see yourself in 2 years?

What does your life look like in 2 years?

What are your challenges?

What are your struggles?

What are your Dreams & Goals?

What are your favorite Quotes?

Write your Goals for each month and the Tasks that you will complete in the next 30, 60, 90 days...STAY FOCUS AND ON TRACK

Goal	30 DAYS START/END DATE	60 DAYS START / END DATE	90 DAYS START / END DATE
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GOAL NOTES FOR EACH MONTH

Week One

Top Goals for This Month

Goal #1

The do's and don'ts needed to reach my goals: _____

Top Goals for This Month

Goal #2

The do's and don'ts needed to reach my goals: _____

Top Goals for This Month

Goal #3

The do's and don'ts needed to reach my goals: _____

GOAL NOTES FOR EACH MONTH

Week Two

Top Goals for This Month

Goal #1

The do's and don'ts needed to reach my goals: _____

Top Goals for This Month

Goal #2

The do's and don'ts needed to reach my goals: _____

Top Goals for This Month

Goal #3

The do's and don'ts needed to reach my goals: _____

GOAL NOTES FOR EACH MONTH

Week Three

Top Goals for This Month

Goal #1

The do's and don'ts needed to reach my goals: _____

Top Goals for This Month

Goal #2

The do's and don'ts needed to reach my goals: _____

Top Goals for This Month

Goal #3

The do's and don'ts needed to reach my goals: _____

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

MUST DO THIS WEEK

1. _____
2. _____
3. _____

FOLLOW UP APPOINTMENTS

1. _____
2. _____
3. _____
4. _____
5. _____

NOTES:

PHONE CALLS RECEIVED			
Date	Caller	Telephone	Details
Date	Caller	Telephone	Details
Date	Caller	Telephone	Details

EMAILS AND CORRESPONDENCE
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