

The Ultimate Hustler Business Kit

A Step by Step Guide to
Help you Start Your Business

On the right track!



Created by: Faviola Valencia
Founder of: The CEO Hustler



The Ultimate Hustler Business Kit 4 You!

Many believe that picking up a “pen and paper or mouse and computer” is the ONLY thing you need to start a successful offline and online business because “everyone” makes it look so “easy peasy” ...and boy let me tell you that is so far from the truth!

Let me tell you that in order to start + scale a successful business you need, you need a plan! Yes, a plan to help guide you create the foundation your business needs, but also keep you focused and on track!

Had I known then what I know now maybe, just maybe I would have done things a little different...Like maybe I would have just stayed as a Freelancer vs. a CEO because no one ever told me that starting a business was like having a “baby”, yes a Baby!!!

Your business is “your baby”...You have to care for it, nurture it, love it and enjoy every single moment regardless of you being tired, overwhelmed, sick, etc...Your business will be the same way...“Sick or Not”, you have to get up #BossUpandRise and Hustle!

So, remember regardless of what we go through we have to BOSS UP AND RISE & HUSTLE & NOT GIVE UP! And that is why I’m sharing my “Inside Business Secrets” in this amazing proven, strategic “Ultimate Hustler Business Kit”. I took all my proven methods used in my business and created this amazing plan for all my “Hustler’s”!

Yes, I don’t want you to go through the same struggles, challenges that I went through in my business, but more importantly I want to take all the stress, overwhelm and researching off your “things to do”... Many ask WHY? *Well, let’s just say I love HELPING OTHERS!*

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“©Hustle Like a Boss”

by **Faviola Valencia, the CEO Hustler**

[Watch my entrepreneur launch video](#)

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”

The Ultimate Hustler Business Kit JUST FOR YOU

First and foremost, what type of business do you have; Service, Online, Products, etc.

Are you a: solopreneur, small business, corporate business, etc

Will you be having: employees, contractors, or just yourself?

Where will you be operating from: Home, Office, Virtually, etc?

NOW Don't be like the "other guys" making the SAME BIZ MISTAKES that many small business and entrepreneurs make:

1. They DON'T take advantage of all the Tax Write Offs
2. They don't have a system to track and jot down all their expenses
3. They don't adhere to City, County, State or Federal Regulations
4. They don't understand their industry and therefore don't adhere to all the guidelines or for that matter don't have all the right processes and procedures in place!

Bottom line, you don't need a 10-50+page Business plan (when you first start out), you can start with a small basic plan and add to it as your business grows, as your business changes, etc. So here's my Basic Plan that will help you Start on the Right Track and HELP YOU AVOID some unnecessary "Biz Problems".

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 from wherever I am at.

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

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By: FAVIOLA VALENCIA - ARANDA, the CEO Hustler

Business Name:

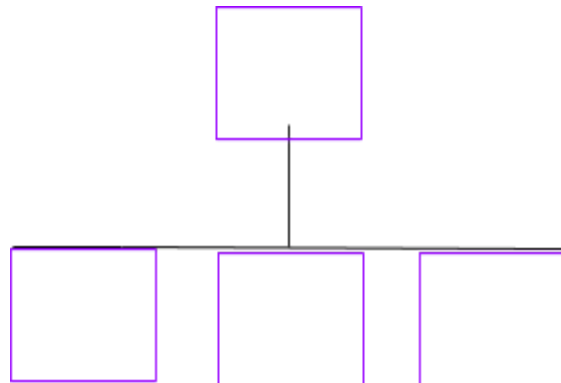
Business Location: Remote, Virtual Office, Outside Office Space, etc.

Business Structure: Sole proprietor, Partnership, Corporation, LLC, Inc., etc

Business Description: What services, products or solutions do you provide, etc

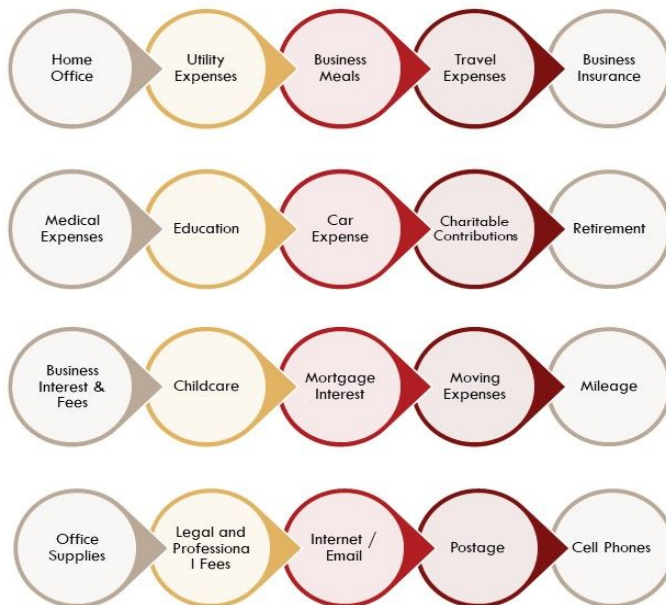
What's your Mission and/or Vision Statement (if any)?

Staff Accountability Chart: Will you have employees, management, contractors, etc?



THINGS TO DO:

- Did you select your business name?
- Do you have your Brand set? (Colors, Font, Biz Cards, Collateral material, etc?)
- Did you obtain your Business License?
- Did you file your fictitious business name (you'll be published in a local newspaper)?
- Did you apply for your (EIN) Employer Identification Number? (not all states require EIN#, but you must check with your local agency.
- Do you have an accounting system, if not, how will you be tracking expenses?



Faviola the Interpreter and Entrepreneur ©

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 return is known as the burden of proof. You must be able to prove certain elements of expenses to deduct them."

As a small business, we always forget to track the small things so make sure your monthly items are ready and organized when tax season comes! **BE READY!**

➤ 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 the name here):

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

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

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

Growing and Marketing Your Business

Ok, so now that you got the necessary legal Step-by-Steps out of way. Now it's time to get down to business! Keep in mind that a Business Plan is the main foundation of your business, and as you grow so does your plan. The following are just the basic fundamentals and items that you need in order to keep your business going and growing. These items are vital for your business and should get done as your business starts to **"GROW"**!

So, if you decide to grow, expand your business these items are crucial and must be implemented to avoid any business risks! Now all of this takes time, but that's OK, right? Yes, it's OK because as long as you have the above basic steps in place, you, my friend, are off to a GREAT START!

So, things you'll need as your business grows...These items are all included in my "All-inclusive Business Training"

- 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

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BASIC SALES AND MARKETING PLAN

Who's Your Target Market?:

What's the Estimated Size of your Target Market?:

Where can your Target Market be found?:

Create a Sales and Business Strategy:

What's your Lead Generation Strategy?:

What's your Conversation Strategy?:

What's your Sales and Marketing Plan?:

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Products and Services

What's your Primary Product or Service?:

What has been your results or impact?:

What's your Primary Product or Service?:

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What has been your results or impact?:

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Production and Delivery (if any)

Do you have a Product or Service system?:

How do you deliver your Products or Services?:

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Goals and Vision

By the Second year, your Goals and Vision should be higher than your First months and year. Your Goals and Vision should be revisited at least every quarter and your plans should be changed as your Goals and Vision change...

What is your Goal and Vision for the **30-days**?

Process:
Profit:
Sales:
Growth:

What is your Goal and Vision for the **90-days**?

Process:
Profit:
Sales:
Growth:

What is your Goal and Vision for the **FIRST YEAR**?

Process
Profit:
Sales:
Growth:

Goals and Vision (Continuation)

By the second year, your Goals and Vision should have been revisited and your plans should have changed in order to help your overall business growth!

What is your Goal and Vision for the **SECOND YEAR**?

Process
Profit:
Sales:
Growth:

What is your Goal and Vision for the **FIFTH YEAR**?

Process
Profit:
Sales:
Growth:

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Business Review

In order to keep your business flourishing, you must have a system, methods, and processes in place to keep track of your sales, transactions, etc...to see if your business is growing and if it's profitable! "Don't be like the other guys"...

SALES	GROSS
\$ _____	\$ _____
TRANSACTIONS (WK)	APPOINTMENTS (WK)
# _____	# _____

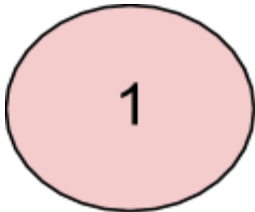
How did you market, where did you market, where did your sales come from, etc...

SALES	GROSS
\$ _____	\$ _____
TRANSACTIONS (WK)	APPOINTMENTS (WK)
# _____	# _____

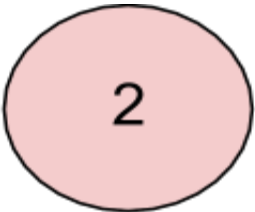
Where and How did you market? Where did your sales come from, etc...

"Run your business Like a Boss, don't let it run you!"

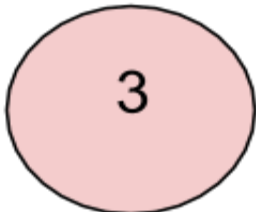
Helping you #BossUpandRise by empowering you to build a business that you love, but more importantly helping you #EarnYourWorth ...



Set-up



Processes



Procedures

Establish where you're at and What's holding you back.	Create an Actionable and Training plan that works for you and your business!	Removing ALL the business Barriers by helping you design and implement a plan that works for you!
Creating and tracking your progress and making sure it works!	Reassess, Evaluate and Adjust the plan (if needed) to ensure it's working for you!	Helping You #BOSSUPANDRISE

I'm Faviola the CEO Hustler a professional Interpreter, Translator, Freelancer, Entrepreneur, Interpreter Trainer, Business Coach, and former CEO...

Those that don't know...I'm the founder of a Top-Notch Language Agency (2000-2009). I built my business from the ground up (with no experience, no training, no coaching). I'm proud to say I'm a self-made millionaire who's been on all sides of the business spectrum and who's gone through all the "good, bad, evil", "trials and tribulations" both life and business can throw at you, but here I am...Never gave, always stayed positive and kept on going!

That despite the problems, the struggles, the ups/downs, the good, bad, and evil my business is still up, running and thriving!

Thank God for all these challenges, I am the person that I am today! And I learned so much!!!

1. Lessons learned
2. Personal growth
3. Business and work ethic
4. Processes and procedures are of utmost importance and must be implemented, followed and used..." systems don't fail -- people who don't use them fail the systems"
5. Financial growth and freedom
6. Able to help, mentor, and train others by helping them AVOID all the challenges and RISKS business brings
7. Rebuilt my business
8. My vision, mission, and family didn't let me quit!
9. My passion led me here
10. My past has not dictated my future
11. My Why is my "engine"
12. My How is my planning & consistency
13. My What is my actions and beliefs

So, if your ready to #BossUpandRise and be part of my #HustlerTeam join me on this journey!

© Faviola Valencia --- Virtual Online Business: Sacramento, CA 95842 Tel: 916-220-4397

Faviola@FaviolaValencia.com Are my Tools useful review me: [@faviolatheCEOHustler](https://www.instagram.com/faviolatheCEOHustler)

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After years of ups/downs, struggles and tribulations I learned that...

"When life knocks you down, you get up dust yourself and say...Is that all you GOT!"