

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!

Are you thinking of starting your own business, but don't know how?

Are you in business, struggling to grow or deciphering your business?

Then get ready to start and grow your business using proven methods, processes and procedures?

You see 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 a plan, a “road map”, and a “solid foundation”! Yes, a plan to help guide you create the foundation your business needs, but also a road map to 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 ***“Boss Up and Rise”*** and ***“Hustle Like a Boss”*** everyday!

So, remember regardless of what you go through we have to BOSS UP AND RISE & HUSTLE LIKE A BOSS everyday & NOT GIVE UP!

Today 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 guide for all you motivated “CEO Hustler’s” who are ready to “Boss Up and Rise!”

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 research off your “shoulders” and your “things to do” list, so you can focus on your business... Many ask WHY? *Well, let's just say I love HELPING OTHERS!*

Ready to ☺Hustle Like a Boss CEO Hustlers?...then get ready to Boss Up and Rise!...

by **Faviola Valencia, the CEO Hustler**

Faviola Valencia - Aranda, **#theCEOHustler** helping you **#BossUpandRise**

Let's Get Started

This guide is for you if you're ready to start your own business and need help creating your business plan and roadmap for your business from planning and development, finance, marketing, business plan and so much more...

It has been created to help you get ready and prepared to take on this Business Journey, but more importantly help you understand your strengths and weaknesses and develop timelines, goals, but also help you decipher your business.

Because remember going into business for yourself can be very rewarding, but with those rewards comes; headaches, long hours, ups and downs therefore it's important to prepare and anticipate and manage all the obstacles that may arise during your journey.

So get ready to put in the hard work, dedication, all while staying motivated, inspired, positive, and more importantly that when things get hard, you will be tough enough to face those tough and hard challenges...So are YOU IN?!

Things to ponder when creating your plan create it with this in mind...will you need it 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.

Preparation is Key and in your business, "you can never be too organized." Having a Dream and Vision is great, but without implementation it becomes just a Dream. Having Ideas are also great, but if you don't have a well-executed strategy and a back up plan, your ideas become useless. One thing I learned early on is that having a Vision Board can help you create the right Business Plan because you are now creating a plan that will align with your Vision, but will also keep you inspired and motivated!

Planning and Development is super important because a business does not remain “static” especially in this day in age. Therefore having a plan to help you through tough times, global crisis, economic crisis or even a pandemic is super important...You can't just quit! After all those of us with a family, or those without we can't just “throw in the towel” and call it quits, right?!

Therefore creating a plan to help us through these difficult and tough moments is super important. Remember in business and in life we 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 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”

Do you have what it takes? Do you have the skills, products, services needed to start your own business? Do you have the mindset, confidence, work ethic, focus, and motivation to succeed as an entrepreneur? Do you have what it takes to run your business, after all you will be wearing “all the hats”?

Ready to Boss Up and Rise and Become a Successful Entrepreneur?

Awesome! Then let's get started...

“Never put your eggs all in one basket”

“Always be ready to Cater to Your Customers”

Check list and 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?

➤ 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)*

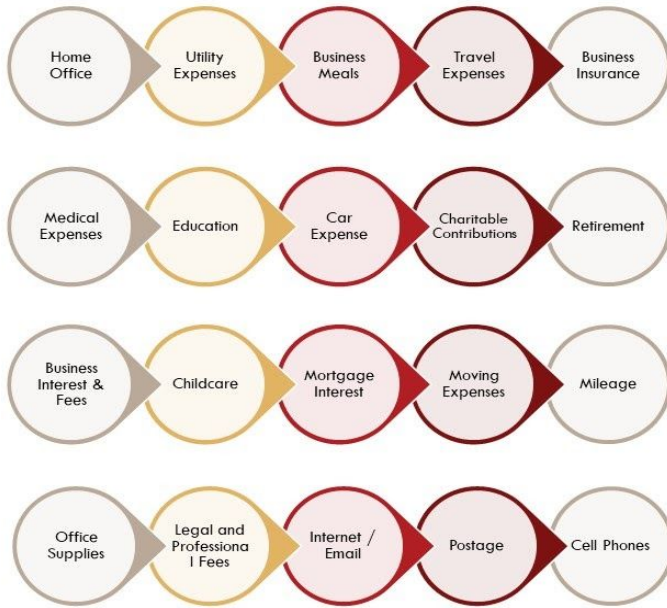
*(check here), if Completed... **SAVE RECEIPT and ENTER in your Billing system***

➤ 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***



Simple list of Tax Write-Offs



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!**



Business Checklist

- Find a Trainer, Group, Mentor
- Create a Workspce
- Set up a Booking System
- Set your Business Name
- Legal Structure
- Business License and Insurance
- Open Bank Account
- Create Your Business Plan
- Set Your Goals (3, 6, 2yr goals)
- Create a Vision Board for Inspiration
- Set your Back end office structure
- Create a Vision Board for Inspiration
- Be prepared ALL THE TIME!

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YOUR BIZ

BIZ NAME

OWNER(S)

BIZ TYPE

WHAT YOU DO

WHAT YOU PROVIDE

TARGET MARKET

GOALS

VISION

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The Hustler Business Kit JUST FOR YOU

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

The Hustler Business Plan

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?



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Growing and Marketing Your Business

Now that you got the necessary legal Step-by-Steps out of way. Now it's time to get down to business! Your Business Plan is the main foundation of your business, and as you grow so does your plan.

These steps are just the basic fundamentals that you need in order to start your business. However, If your business starts to grow or you decide to expand these following items are crucial and must be implemented to avoid any BUSINESS RISKS! Make sure to get them done as soon as your business starts to **"GROW"**!

All these items take time, but that's OK...remember success doesn't happen overnight, but as long as you have the basic steps in place, you, my friend, are off to a **GREAT START!**

Here are some additional things you'll need as your business grows...These items are all included in my "All-inclusive Business 1:1 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

The Hustler Business Plan

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?:

What has been your results or impact?:

What's your Primary Product or Service?:

What has been your results or impact?:

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Production and Delivery (if any)

Do you have a Product (1) or Service system?:

How do you deliver your Products or Services?:

Do you have a Product (2) or Service system?:

How do you deliver your Products or Services?:

Do you have a Product (3) or Service system?:

How do you deliver your Products or Services?:

Process Sample

Submit Order

Client briefs us of what they want and need. Project timelines are being set as well.

STEP
01



STEP
02

The Research

Our team gathers all relevant materials for the project

The Ideation

After we gather all the facts, we do brainstorm to find the best delivery method.

STEP
03



STEP
04

The Production

Final execution of the approved product or service.

The Delivery

How will you deliver or provide the services while making a profit

STEP
05



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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:



My Daily Planner

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THINGS TO DO

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

LIFE & BUSINESS GOALS FOR TODAY

PERSONAL GOALS: MEALS | SELF CARE | EXERCISE

The Hustler Business Plan

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)
# _____	# _____

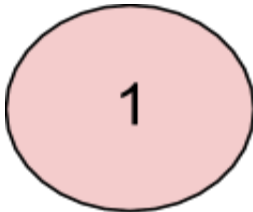
How did you market, where did you market, where did your sales come from, etc...

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

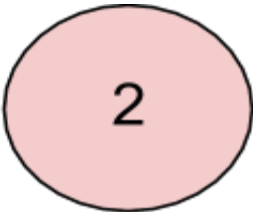
Where and How did you market? Where did your sales come from, etc...

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

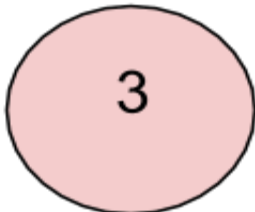
Helping you #BossUpandRise by empowering you to build a business that you love, but more importantly helping you #EarnYourWorth ...



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

Hello and Welcome to Faviola Valencia's Team, the CEO Hustler. I'm a professional Interpreter, Translator, 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 up, always stayed positive and kept on going!***

Despite all 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

Let's get ready to **#BossUpandRise** and thank you for being part of the **#CEOHustlerTeam** let's walk this journey together!

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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!"***