



# IDEA TO INCOME

• **BLUEPRINT** •

# IDEA TO INCOME

## TABLE OF CONTENTS

### PART 1: MINDSET CHECK

1	Know your motivation for wanting to start a business. ....	1
2	Know your skills and allow your talents to manifest themselves. ..	3
3	Entrepreneurship is not as pretty as it looks.....	5
4	Tap into your confidence to create belief.....	7
5	Failure is OKAY.....	9
6	Planning means nothing without action. ....	10
7	Identify your "WHY".....	12
8	Embrace uncertainty and risk.....	14
9	Don't let perfection mask procrastination. It's okay to jump in feet first!.....	15
10	Stay positive .....	17

### PART 2: THE BUSINESS BLUEPRINT

1	Have a vision.....	20
2	Identify a business idea by finding a problem to solve .....	21
3	Identify your target customer.....	22
4	Carry out a competitive analysis.....	23
5	Copy other businesses and be better.....	24
6	Validate your business idea. ....	25
7	Get comfortable wearing your sales hat! .....	26
8	You can't do it all alone. ....	28
9	Invest back into yourself and your business. ....	29
10	Start your business while keeping a full-time job.....	30

### BONUS

Business Fundamentals to Help You Start Your Business .....	31
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# Welcome to your FREE Blueprint that will help turn your ideas to income.

Living in what I like to call a “Shark Tank” era, I’ve come across hundreds of people who have a genius business idea but get stuck taking that idea and turning it into a sustainable and profitable business. I also come across hundreds more who already have an existing business but want to take it to the next level.

I’ve launched several successful businesses and I’ve personally experienced all of the highs and lows that come with entrepreneurship. If you’re just getting into the game, or you’re thinking about becoming an entrepreneur, I’m ready to share my experiences with you and give you insight and tips that will help you get started on your journey of becoming an entrepreneur.

Now, before we dive into my blueprint on how to start a business, I’m first going to help you build the foundation that it takes to become an entrepreneur. I will be the first person to tell you that entrepreneurship is not easy. Don’t be fooled by all of the success stories that you see on TV or the internet. It takes daily work and hustle to succeed.

Entrepreneurship has its share of advantages and disadvantages and it can be a lonely and difficult process at times, but because of this, the success is even more rewarding. NOW look if you haven’t read my Mindset Ebook don’t go any further until you do! In this guide, I’m breaking down what it takes to turn your idea into income in two parts:



- **Mindset Check: Do You Have What it Takes to Become an Entrepreneur?**
- **The Business Blueprint: Understanding the basics of starting a business**

Combined, these principles and tactics are going to help you start the process of turning your ideas to income.

PART 1

# MINDSET CHECK

DO YOU HAVE  
WHAT IT TAKES  
TO BE AN  
ENTREPRENEUR?



# MINDSET CHECK

DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?



## 1 Know your motivation for wanting to start a business.

A lot of people will jump into entrepreneurship without knowing why they're doing it. Before you start a business, you should be absolutely clear about why you are doing it. Wealth, power, fame, dominating an industry, or saving the world? Most entrepreneurs are motivated by a mix of the above although many may not want to admit it.

Before you go any further, I want you to stop and take the time to understand what's driving you to want to start a business. Be clear about what exactly you are trying to achieve, because then you will have a better chance of achieving it. Knowing this is going to be a major factor in determining the type of business you should start. Why? Because when a business is aligned with personal ambition and purpose, it is much more likely to succeed. Now you may have heard that you should follow your passion, but more than often sometimes you may have to really take a hard look at that, and decide whether or not your passion will take you where you want to go in life.

- Do you have total confidence without a shadow of a doubt that your passion will get you there?



## MINDSET CHECK

DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?

- Are you innately better at your passion than other people? If you're not, are you willing to put in the work to become the best without any guarantee?

If any of those answers are no, then I don't suggest you ultimately make your passion the end all be all. Sometimes passions are meant to be something we do with our leisure time, while our purpose consists of the things that we are innately good at, can provide service to others, and set up the lifestyle we would like for ourselves and family. Put it like this, say you start a business around something that you were very good at, but you weren't extremely passionate about, but it was a good business idea; there's nothing wrong with running with that for some time. You could build a great business around that particular idea, and then come back and fund your passion or start a business around your passion that you don't have to solely rely on for income. Now, by no means am I telling you not to pursue your passion, but I am telling you to take a look at the big picture. By the way, my first businesses that were very profitable, I was not passionate about, but I enjoyed them to a certain extent, and was good at what I did, plus I learned so many things and made some amazing connections. But, putting in that work early on now allows me now to pursue things and start businesses and do things that I am 100% passionate about, without worrying about financial strain.



## MINDSET CHECK

DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?

### 2 Know your skills and allow your talents to manifest themselves.



Everybody wants to make money as an entrepreneur, but many fail to realize that money is the extension of your skills, so the most important aspect of becoming an entrepreneur and launching your business starts by identifying what skillful attributes you possess. Take inventory of your talents. Then check off each talent that you seem to excel at.

Look at the skills you've checked off and you will start to see a pattern; that's where your skills lie. The goal of this exercise is to recognize what skills you excel in naturally and then figure out how you can capitalize on them. It is much more rewarding and engaging to start a business that leverages your real talents rather than random businesses that seem to have an upside to them. Build on your strengths, because if you build on something that you're mediocre at, you'll work twice as hard. This goes back to what I said in "Step 1."

Please look at yourself and be real! See where you could naturally compete in the market and go there! If you want to make money, plain and simple, you have to have skills, you have to continuously work on those skills and you have to be good at what you do! What most people don't understand is that you must develop skills outside what your actual business is to be





## MINDSET CHECK

DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?

successful. For instance you could have the greatest product in the world, but if you don't know how to market or sell, well then you just have a great product that many people will never get to know about. Don't worry, that's where you have coach Gee to guide you.



## MINDSET CHECK

DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?

### 3 Entrepreneurship is not as pretty as it looks.



You probably don't want to hear this, but this needs to be said upfront. The cold hard truth is that entrepreneurship isn't easy. The freedom of being your own boss, building something from the ground up, and having financial independence may be the epitome of making it for some people, but it takes years of hard work, long hours, and often no recognition to become successful. From the outside looking in, it seems like the ultimate accomplishment. Add in what you see on social media, and you may think turning your idea into a million-dollar business can happen overnight. But what many new entrepreneurs fail to realize is that entrepreneurship is not easy.

You could work for years without ever seeing a dime. You will probably also work 10-12 hour days and no two days will be the same. Some days it may get lonely, you won't have a boss giving you direction on what to do and you won't have teammates to rely on (completely). It's all on you. I'm telling you this not to dissuade you from wanting to become an entrepreneur, but instead to set proper expectations before you embark on this journey.

Now, having said all of that, I want you to know that it's doable. You're going to have to be ready to dig deep and develop the right mindset, drive, and work ethic. Launching a successful



## MINDSET CHECK

DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?

business is possible, and it will surely pay off for you. Allow your purpose to lead you and you will weather the storms. If you're working at your job right now, think about how much time you've given to someone else's purposes, and be willing to do the same for yourself.



# MINDSET CHECK

DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?

## 4 Tap into your confidence to create belief.



Starting a business requires confidence, thus most individuals who have zero sureness in the process will fail to get started on their business because it is an unknown realm. That is why you must have self-assurance in your skills. There is a level of confidence needed in the process, and when it is not existent, self-assurance in your abilities is the next best thing; it is needed for the vision to turn into execution.

You have to believe in the idea, the process and the ability within yourself to bring your business to life. Without confidence, belief doesn't exist; and without belief, the chances of giving up are high.

Daily affirmations and meditation are two of my drugs of choice and I get high off them often! You have to use the "Law of auto suggestion" which basically means you have to suggest to yourself every day what you want and how you want your life to look! Before I made my first million dollars, I listened to a millionaire every day for 4 straight years!! EVERY DAY!! Imagine how much I was suggesting to my subconscious mind that I was going to become a millionaire.

I'm telling you right now, nothing happens by chance and there are Universal Laws that you can tap into that will drastically help you understand this world of business on an entirely



## MINDSET CHECK

DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?

different level. You can't play both sides of the field, you have to be totally optimistic in your belief system of yourself and if you're not, then you won't manifest your ideas into income.

So what I need you to do from this day forward, go on Youtube every single day and listen to motivational videos, listen to my videos, find interviews of successful business owners and watch them over and over again, immerse yourself in what you will become. Trust me I did all of this when I didn't have a dollar to my name sleeping in my car and sleeping on floors. This game of entrepreneurship has as much to do with energy and your vibrations as it does with actually carrying out the day to day practices of business.



## MINDSET CHECK

DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?

### 5 Failure is OKAY.



As an entrepreneur, you're not going to succeed all of the time. You may fail five times at your business, but your sixth time could be your shining success. You need to make friends with failure and learn how to live outside your comfort zone. Some of my businesses have failed, but the lessons that I've learned from those failures helped me to become wiser in other businesses. You have to think of "failure" as just another word for "feedback" and the trial and error process is something that every entrepreneur must go through. Don't fear failure. Learn from it. We live in a microwave society and everybody wants everything to happen so quickly, so if you're a seasoned entrepreneur trying to go to the next level, or you're new to the game, understand that failure at any level is an option and it will happen, but how you react to those failures make all the difference! Also, once you succeed, because I know you're a fighter, those failures will make great stories for your speaking and or consulting business in the future! I'm just foreshadowing your greatness! You don't have to generate millions of dollars to be successful, maybe a side hustle is what you're looking for, but either way, failure is not an option!



## MINDSET CHECK

DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?

### 6 Planning means nothing without action.

Turning your idea into income means coming up with a creative solution to problems and putting something new out into the world. One of the easiest ways to brainstorm your future business is to help the world find a solution to a problem. The major key to this will be emotional intelligence and productivity. As an entrepreneur, you're going to have to be a self-starter willing to take on a variety of tasks and face challenges daily. Set realistic goals and incremental milestones for yourself and your business.

Having the end in mind every day ensures you're working towards it. Now with planning, you need to also understand that you're not good at a plan for that. If you're already in business and aren't planning for your future by delegating things you aren't good at then you are already planning to fail. If you are just starting out, understand that you are going to have to strategically and intentionally plan for every facet of your business.

You also have to get a team around you that you may not be able to pay upfront, but be able to show them the plan and have them believe that you will take them to the promised land. You must show your team your vision, and you must be totally optimistic in the fact that you will lead them there. You will



## MINDSET CHECK

DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?

only go as far as your team, and your current business owner or new to the game you have to be able to show the people around you the BIG PICTURE!





## MINDSET CHECK

DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?

### 7 Identify your "WHY"



When it comes to starting a business, if you are passionate about the reason you are starting your business, you will be more likely to be successful. The main reason for this is simple: you will work harder and focus more on a business when you have motivating factors behind why you're doing so. If you're not 100 percent committed to making your vision a reality, you won't be locked in enough to nurture your business through its inevitable growing pains. Remember, businesses rarely make money right off the bat, so the dream of money alone will not be reason enough to see it through, you have to have some other reasons outside yourself and your ego on why you want to be a successful business owner.

Starting your business will test your determination, resilience, and commitment. Tapping into your passion will help you uncover the "WHY" that drives your business.

*Ask yourself:*

- What makes you want to jump out of bed in the morning?
- What would you be willing to sacrifice to make this happen? And, more importantly, how long would you be willing to sacrifice it?



## MINDSET CHECK

DO YOU HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?

- As you prepared to turn your idea into a business? If you already have a business are you really ready to make the necessary sacrifices to take your business to the next level?
- Are you ready to cut out all secondary activities that don't have to do with your business? Are you willing to stop going to the club, are you willing to start reading, start eating healthy, dropping dead weight out of your life, connecting with like minded people,

*Think about:* What does your business do? What do you stand for? What problem do you solve? How do you plan to make the world better? Who do you want to help?

This will help you gain clarity on your “WHY” and drive you to wake up with a passion each day to attack what's needed to make your business idea a success.



# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

## 8 Embrace uncertainty and risk



Starting your own business is, by definition, a journey into the unknown. You will either have to embrace being a risk-taker or if you're not comfortable with uncertainty, quickly become comfortable with it if you want to become an entrepreneur. Risk is not only an essential element of entrepreneurship, but it also tends to be directly related to success: The bigger the risks, the bigger the potential payoff. Now, I'm not advising you to throw all caution to the wind every day, but I am advising you to take calculated risks that can help bridge the gap to your success. If you are not ready to take risks, invest in yourself, invest in your business without a guaranteed return this game of entrepreneurship is not for you! If you are a current business owner and are stuck at a certain point or on the decline, and you aren't willing to take some risks to get to the next level, you might as well pack it in. Entrepreneurship is by no means for everyone, but it is extremely worth it, and I can show you how to get to the promised land as long as you stay connected.



# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

## 9 Don't let perfection mask procrastination. It's okay to jump in feet first!



In the beginning stages of building your business, you can easily get distracted by things such as Instagram content, Facebook posts, and who's doing what. Who cares! If you sit around over-planning, over-researching, and over-analyzing things, six months from now, you'll look up and still be at square one. You can't afford to sit around and wait. I've been there before and so have many other new entrepreneurs. I will tell you, what's more important than worrying about things like your aesthetics is always going back to your "why". When you're grinding for 10-12 hours a day for 7 days a week on your business, your "why" will push you through. Let your "why" be what drives you each day.

Don't let procrastination hold you back from going after your dreams. Execution is everything. You will never know the outcome of your efforts until you actually do it. Block everything that doesn't have to do with your goals and get out here and claim what's yours! 90% of what you see on the internet is a front anyway! Personally, my entire timeline is muted on Instagram, and on Facebook I use a chrome extension called "News Feed Eradicator" which blocks my Facebook Timeline, aka I don't focus on anything else but



# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

what my mission is each and every day on social media. I'm telling you this free game will put you light years in front of the competition. Think about it, if two people are starting a business in the same industry, and one is distracted by social media and one isn't, who do you think will excel faster? So listen no procrastination, & no distractions, it's time for you to fly!



# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

## 10 Stay positive



Your journey to building a business won't be like most processes, simply because there is no guarantee for success. All you can do is to adapt your idea and see what works. Stay the course, and keep your head down and keep on grinding. Remain positive and focused. Remember, the fastest way to kill your dreams is to put too much thought into what can go wrong, instead of believing what can go right. If your passion and purpose are becoming an entrepreneur and helping others with your talents, then you owe it to yourself to not give up!! I go in-depth on all of these topics within my Idea to Income course, which will give you the necessary foundational skills to grow and/or scale your business.



PART 2

# THE BUSINESS BLUEPRINT

● UNDERSTANDING ●  
THE BASICS OF  
STARTING A BUSINESS



# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

In this section, I've outlined 12 proven steps that I've followed over the years when launching a new business. My **Idea to Income** course will be available in The **GEE Code Society** and goes into each of these topics in more detail and teaches you how to implement all of these strategies, but for now, I wanted to share these fundamentals to help you get started manifesting your Ideas to Income.

1. Have a vision.
2. Identify a business idea by finding a problem to solve.
3. Identify your target customer.
4. Carry out a competitive analysis
5. Copy other businesses and be better
6. Validate your business idea
7. Get comfortable wearing your sales hat!
8. You can't do it all alone.
9. Invest back into yourself and your business.
10. Start your business while keeping a full-time job





# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

## 1 Have a vision.



When launching your business, it is important that you have a clear vision. You'll need to communicate the vision clearly and take the steps to make it a reality. Your vision will help drive your big-picture goal and will be vital to your business. Your vision and big-picture goal will motivate you and your team and mold your business into what it's meant to be. Keep your vision clear at all times.



# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

## 2 Identify a business idea by finding a problem to solve.



The best way to think of a business idea is to create a product or service that solves a problem. Many successful companies started out on a mission to solve meaningful challenges that affect people and provide a solution through their products and services that will enhance them by eliminating a problem. If you don't already have a business idea, look up some already successful business ideas, research existing products, or capitalize on existing trends to come up with ideas. Remember, all you need is one idea to get started. Many successful businesses have launched with a signature product and later expanded into other business areas from there. To make things simple, don't try to launch a bunch of things at once & if you're an existing business sometimes you need to condense your product or service line to grow! Only focus on one business at a time, don't be the "hands in everything" entrepreneur; that's a formula for being mediocre in 4 or 5 things instead of just being great at one!



# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

## 3 Identify your target customer.



Before you try to launch your business, you need to picture who your ideal customer is. This is the first step to actually figuring out where your idea fits into a sea of consumers. They all have different habits and needs to fulfill. You need to figure out where your solution will fit into the market and in the lives of people.

*Ask yourself:* Who wants what I'm selling? Who would find it useful?

You have a solution, but it needs to be in front of the right people to be seen as such. Not understanding their target audience is one of the top reasons most businesses fail!



# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

## 4 Carry out a competitive analysis.



Competitive analysis is a great way of comparing and predicting how your business idea will stand up against your competitors in the industry. Is your business able to fill in a void that's left untouched by others? Conducting a competitive analysis will help you to identify where your product/service will provide a better solution. Identify who your main competitors are. Analyze what their weaknesses are (and yours), as well as market opportunities and threats. You want a clear idea of the overall market and how your business would fit into it, but remember to avoid letting perfection lead to procrastination. Conduct your research and then keep moving forward. I consider myself to be the best copycat! I will look at one competitor in my industry that is doing well and figure out how I can do it better! I will look at what they're doing poorly, and make sure that I never do that!



# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

## 5 Copy other businesses and be better.



This goes back to what I said previously. It is unlikely, unless you are at the forefront of technology, that your business ideas are unique. Plenty of the world's biggest companies were not revolutionary, they just came into markets with a unique approach, developed players, and just outperformed everyone else. You do not have to have the most original idea to start a business, you just have to be prepared to do it better than anyone else! To make this very simple, for example if you're launching let's say a skin care line, go find some small to medium size skin care companies on line with your target audience and see what they're already doing. See if you can take some of what you see and make it custom to you. Which leads me to my next point. None of the businesses that I've started was the first to ever do it. What I did do is I took my creativity, and the skills that I had built and made my businesses stand out in a way that was unique to the marketplace; this was all very much strategic and intentional.



# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

## 6 Validate your business idea.



Once you have your thoroughly researched business idea, it's now time to test quickly and validate if the premise of your proposed business works in the real world. Many entrepreneurs skip this stage and end up wasting a lot of time chasing a flawed business that would never work. Testing your idea can be as simple as polling your social media accounts or friends and family, or conducting a small pilot launch. Collecting data is one of the most important things to do as a current business owner or future business owner. You wouldn't believe how many companies I've consulted that haven't collected data or validated their business ideas in the market. There's just no way you can scale without doing so!

To make this simple, ask people if they think there's a need for your business. People move business, you could have the best idea in the world, but if no one thinks it's worthy of purchasing but you, then you won't have a business. Another thing you can do are case studies and beta tests. I often test new ideas and business ideas on people completely for free to collect data and also to validate my business idea. As I type this, there's a business idea that I've been beta testing for the last 6 months, with intentions to launch within the next year or two. The data I'm collecting now will save me a lot of trial and error for when I do decide to officially launch the new business.



# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

## 7 Get comfortable wearing your sales hat!



Snapback, fitted, bucket, cowboy, whatever you prefer, just get ready to put it on! As an entrepreneur, you need to think of yourself as not only the CEO but also the Chief Sales Officer for your company.

Selling can be a scary thing to some, especially if you've never done it before. The key is to realize that even if we haven't been in an official sales role, we've all sold something at some point in our lives. As you prepare to take your business from an idea to a profitable business, you must see selling not as "pushing a product or service" to make money, but rather look at whatever it is your business is providing as something that can make a huge impact for people. Your sales and marketing strategies should be connected. Don't think of them as mutually exclusive.

Every system you put in place, every marketing strategy you identify, and essentially every decision you make should be approached with the question of how this will impact my sales and ultimately my bottom line. You can't be a quiet Entrepreneur, you can't be scared of what people will say about you. You're about to become what the majority isn't. If you're currently an entrepreneur you're about to take your business to a whole different level.



# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

When I was coming up, I spoke to any and everyone about my business. Don't be scared of rejection, a "no" just means not right now. Also you have to get comfortable selling and speaking to people, so you can gain the proper feedback and know how and when to make adjustments with your sales process. In my first entrepreneur venture as a personal trainer, I used to go out with a notebook, and I didn't come back in until I had spoken to a 100 hundred people about my training services, and got as many names and phone numbers as I could every day. This was my first business, and with that practice and others along the way I turned that into a 6 figure business my first year. I've gone on to create businesses that have generated millions since, but it all started with that work ethic and becoming comfortable wearing a sales hat. At the end of the day, business is a game of numbers. The more people you're exposed to, the more chances you have to close them.





# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

## 8 You can't do it all alone.



**Please pay close attention to what I'm about to share here.** No one succeeds in business alone! Collaboration is a powerful tool for all small business owners and entrepreneurs. Outsourcing, networking, collaborating, and hiring the right team will be vital to your success. It is the connections that you form with others, and the different ways you collaborate with those people, that will help you grow your business to new levels. Never stop building meaningful relationships with your customers or with the people in your industry.

Also, explore finding a mentor. Nothing beats turning to someone who's been there and can provide you with perspectives that you are unable or unwilling to see. Having a mentor can spare you from making costly mistakes or learning lessons the hard way. If you can't find a mentor, do like I did and find one on the internet. They're are plenty out there (Like myself \*wink wink\*) that give out consistent valuable content on a day to day basis. Read books, attend conferences, watch the personal development side of Youtube, immerse yourself in what you want to become. This will change your life!



# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

## 9 Invest back into yourself and your business.

In the early stages of your business, you should prioritize learning over earning. Always invest back into your own personal development and your business. The return on this investment

will be an invaluable factor in your success. I've run into countless companies that spend all of their profits.

I've run into even more so-called "entrepreneurs" who don't invest back into themselves or their business. That may work for a while, but over time you are doomed for failure. Business is about profits, not about wages, if you live off the profits of your business, your business is dead. I go over how to structure out your profits and pay in depth, inside of my **Idea to Income** course.



# THE BUSINESS BLUEPRINT

UNDERSTANDING THE BASICS OF STARTING A BUSINESS

## 10 Start your business while keeping a full-time job.



No matter how ambitious your business goals ultimately are, you can still start a business in your spare time, while working around the current commitments in your life. Not everyone has the ability to quit their full-time job and pursue launching something of their own, but that doesn't mean you can't get started turning that idea into income.

If your goal is to leave your job and become an entrepreneur full time you can do it, but there is a certain formula you do need to know. I've coached many people on how to transition out of their full time job into full time entrepreneurship. There's a science to it that I go over and how to understand it within my **Idea to Income** course.



# BUSINESS FUNDAMENTALS

TO HELP YOU JUMPSTART YOUR BUSINESS

## 1. Create an initial business plan

Writing a business plan helps validate and formalize your idea. Don't over-complicate your business plan. It should be easy to follow, easy to execute and easy to modify. Clarity is more important than bulk. Your business plan will be the compass that guides your business.

## 2. Establish your business name and secure your domain

Find a name for your business that makes it clear what you do, that's short and memorable, and that isn't already in use in your industry.

## 3. Identify your funding streams and business finances

Starting any business has a price, so you need to determine how you're going to cover those costs. Do you have the means to fund your startup, or will you need to borrow money? If you're planning to leave your current job to focus on your business, do you have money put away to support yourself until you start making a profit? Experts generally agree that startup businesses often fail because they run out of money too quickly before turning a profit. Understand the types of purchases that make sense for your business and avoid overspending on fancy new equipment that won't help you reach your business goals.



# BUSINESS FUNDAMENTALS

TO HELP YOU JUMPSTART YOUR BUSINESS

## 4. Develop your product or services

You've done the legwork, and you understand the financials—now it's time to dig deep into the product or service you'd like to offer. As you develop your product, keep your total costs in mind when figuring out your pricing.

## 5. Determine your legal business structure

Your small business can be a sole proprietorship, a partnership, a limited liability company (LLC) or a corporation. The business entity you choose will impact many factors from your business name, to your liability, to how you file your taxes.

## 6. Register your business

To become an officially recognized business entity, you must register with the government.

## 7. Get licenses and permits (depending on your business)

There are a variety of small business licenses and permits that may apply to your situation, depending on the type of business you are starting and where you are located. You will need to research what licenses and permits apply to your business during the start-up process.



# BUSINESS FUNDAMENTALS

TO HELP YOU JUMPSTART YOUR BUSINESS

## 8. Select your software systems

One of the best ways to reduce the heavy lifting involved in running a business, and to set yourself up for future success, is choosing software that can help you automate or streamline the things you need to do.

## 9. Build your online presence and develop your marketing strategies

Before you start selling your product or service, you need to build up your brand and get a following of people ready to jump when you open your literal or figurative doors for business.

- Create a logo that can help people easily identify your brand
- Build your website
- Set up your social media accounts
- Determine your content strategy
- Identify your advertising strategy

You now have what you need to start turning your idea into income. I've personally followed these strategies and principles when launching my own businesses, and I know they will help you make the leap into entrepreneurship if you take action.



**BONUS**

## **BUSINESS FUNDAMENTALS**

TO HELP YOU JUMPSTART YOUR BUSINESS

This blueprint is designed to simply help you lay the foundation for the journey you're about to embark on. As you begin the process of turning your idea into income, you will have many more questions on how to apply it to your business and implement these strategies. I can help you with you!

I want you to enroll in my Idea to Income course that will show you in detail all practices I've used to build and sustain my multi-million dollar empire. If your goal is launching your own business or growing your existing one then this is for you. This course will shorten the learning curve and get you to your destination much faster! It doesn't matter if you just want to start a side hustle or build a 6 or 7 figure empire, this is for you!

**CLICK HERE to be notified when GEE Code Society opens!**

