

**01**

# Starting a Business 101



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02

Do that thing  
you love.

When the going gets  
tough, your passion  
will inspire you to  
carry on.





03

Have enough to keep the lights on during the first few months of operations since profits won't come in right away.

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Keep a steady cash flow.





04

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Form your team.

Find a mentor. Seek a consultancy firm. Look for people who are as passionate as you are with what you are pursuing.





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05

Get  
clients.

Ensure there's a market for what you plan to sell. Research on demand and talk to real prospects to validate your ideas.



**06**

# Create a business plan.

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Test the feasibility of your business idea and establish the foundation if it's manageable and effective.





# 07

## Research about the business.

Read books and ask the right people. Be informed about the business you're entering, the opportunities available, and the competition.

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**08**

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**Build a cash  
reserve.**

This is capital money you  
already have. You can also  
approach potential business  
partners, investors, and  
lenders.

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Remind  
yourself  
you're  
doing  
business.

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09

Business and personal funds  
should be separate. Track all  
your business expenses and  
income.



# 10

"The reason we struggle with insecurity is because we compare our behind-the-scenes with everyone else's highlight reel."

Stay focused and believe in your purpose.



Good luck!

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