

YOUR ULTIMATE COMEBACK

2021

The year '2021' is rendered in a large, dark blue, sans-serif font. The zero is replaced by a stylized eye graphic. The eye has a black pupil with two white highlights, and is surrounded by concentric, semi-transparent rings of blue and green, giving it a 3D effect. The eye is looking upwards and to the right.

BUSINESS PLANNING 101 COURSE

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Day 5

Investment Highlights:
Funding Sought/Use of
Funds/Legal Structure
and Description/Revenue
Projection



Why it's important...

01

It's important to know where the money is going to come from

02

It's important to know where that money is going to go

03

Legal structure will help protect you against excessive taxes and risk

04

Doing a revenue projection is fun and motivating!



Training

01

Funding sources: personal investment, investors, Kickstarter, loans, donations, grants, sponsorships and of course sales

02

What specific funding sources will you go after? What is your plan?

03

Be careful about appearing to beg online!

04

Will need a professional business plan for investors, donations, and grants

05

How are you primarily going to use those funds? What do you need as a business to grow? Computer equipment? A vehicle? A printer? Think through the capital items that you will need



Training

06

There are Sole Proprietorships, LLCs, S Chapter, non-profits. Those are some basic ones

07

Think about protecting your assets and having liability insurance

08

If you make a lot of money, self employment taxes will HURT!

09

Also think about laws regarding hiring your children to work with you

10

Get a consultation with a legal expert, a CPA. This is NOT legal advice. I am not a lawyer!



Here's how most business owners struggle...

- 01 Finding funding sources to help
- 02 If personally investing can be hard on the family
- 03 Setting up a non-profit is hard and complicated
- 04 Bookkeeping and record keeping requirements for corporations and nonprofits
- 05 Not qualifying for loans
- 06 Appearing to be begging online which diminishes your brand
- 07 Not having access to a CPA



The reason entrepreneurs have this problem

01

Finances are tight

02

Fear

03

Too busy

04

Not realizing you have to buy the cow to make the milk

05

Trying to go it on their own

06

Not anticipating needs



My Story



Our self employment trap and our strategy



Thought about a Kickstarter campaign for our big goal



My brother's business



My husband's Christmas gift



Solution to this problem

01

Count the cost

02

Go to SBA and SCORE

03

Think through your personal convictions on loans

04

Hire a CPA/tax accountant/bookkeeper



What results can you expect?

01

Knowing where the money is coming from

02

Knowing exactly where to go for it

03

Knowing exactly how to use it

04

Knowing what legal structure you will use will save much money and headache in the future



Action Step

Business Planning Workbook

- 01 Write a description of your Investment Highlights
- 02 Write a description of your funding you will be seeking
- 03 Write a description of your use of funds
- 04 Write a description of your legal structure and description
- 05 Last page of Workbook—calculate your 2021 revenue and then write your Executive Summary
- 06 Now break down the plan into bite sized goals and tasks and put it on your calendar!
- 07 Resources: [One Page Business Plan Template](#)



What's next?

01

Now you have a complete very simple business plan!

02

Print it out! Hang it up!

03

If you want funding, make it a polished business plan

04

Use resources I've given you

05

Or I am a graphic artist. I can design business plans and presentations. I would be glad to help you!



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