



## **Get Your Own – Be Your Own (Start Your Business Today!)**

**This article is written to encourage entrepreneurship and to provide encouragement to business owners who are looking for help to survive the marketplace. You will learn some important concepts and foundational information to support your dreams of starting a business or keeping one alive.**

While the economy is slow, slumping, and trying to recover, take advantage of this time to start your own business the correct way – slow, deliberate, and thorough. Remember how everyone was in a rush to do everything fast and now everyone is taking time to think about their next step. We are in a time where your next dollar is spent should make sense. The impulse of spending haphazardly has diminished. If you can grasp this concept you will have the opportunity to put some of your dreams into action.

### **It's the best time ever to start a business! Why? Time is on your side**

1. Time to think about what it is you have to offer and why it is needed
2. Time to get off the ground the correct way
3. Time to do your research – the competitive landscape has changed
4. Time to think smarter and develop a good strategy
5. Time to think about how you will handle revenue (expenses, reinvestment, etc.)

Most businesses fail within the first 2 years due to lack of planning and resources. Most common are: lack of an effective foundation (business plan), no research on the product or service (marketing plan), and no strategy to manage funds (budgeting and cash forecasting). Without professional advice this can seem like an impossible feat. LVisions is designed to provide low cost marketing advice that will help businesses survive the market place. It's our mission to help dreams become reality.

Now, let's take all reasons not to start a business out of the equation and focus on your passion. Whatever you're passionate about is what your business should be about. If you're passionate about it you will do an excellent job and the most important thing is that you will enjoy doing it. Think about this question carefully - What is that one thing you could do every day with a smile on your face and is truly satisfied do it? Or what is a needed product or service that your community is in dire need of? The answer to these questions is your business opportunity to not only make a profit, but to be a blessing to those that can benefit from it.

I'm going to give you information to jump start your dream. What I need you to realize is that you can't wear all of the hats in your business. You will need professional partnerships at every level in your business. You will also need to realize that you will need to invest (time and money) in your business. Your business will either grow or die based on your decisions. Don't try to wear all the hats – It's not wise or practical. Look at successful businesses around you. In a successful business the owner is not the accountant, the lawyer, or marketing and sales department – In all your understanding, please grasp this concept early.

If you're already in business or have experienced a failed business you can also benefit from this information and is encourage to take advantage of the free consultation offered.

**Let's Get Started!** – grab a pen and notepad and start answering the questions below. Remember this is the area most people want to skip (planning).

**Phase I** – this is your foundation phase and is critical to your success – **Do Not Skip!!!**

1. What's your passion? If you can do what makes you happy and make money do it- you can't be stopped.
2. Start your planning process
  - a. What will you offer (product or service)
  - b. What need are you fulfilling
  - c. Why is it important
  - d. Who needs it
3. Start researching your competition (many businesses are no longer in existence)
  - a. Who are they
  - b. Where are they
  - c. What do they offer and how is your offering different and better
  - d. How can you do it more efficiently and effectively – how can you save your target market time and money
4. Start your business plan (this section you can complete before bringing in a professional) A business plan is your roadmap to success and will keep you on track.
  - a. Goals – what do you want to accomplish
  - b. What is your specific product or service? (also provide detailed description)
  - c. Executive Summary – who are you and why are you starting this business? Explain experience or background that will support your business concept.

Seems like work – It Is. Things that are easy to come by are often not worth having. There's nothing extraordinary about ordinary people. Which one are you? Make the first step to a successful future. Request the complete guide and schedule your **FREE 30min consultation**.

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