



Building a Business?

9 Things you must do first

By Aro

**Are you tired of the
corporate ladder?**

**Do you strive to change the
world?**

**Or simply stop having a
Boss?**

Start building your legacy.

By Aro

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Since you downloaded this ebook, there's a very good chance you've been thinking of starting a business for a while. Maybe you've been putting it off because you're just not sure? Maybe you think you're too late to the party, that you should've done this 10, 15 years ago?

Well I've got good news for you. There's no age limit when it comes to following your dreams. Case in point, Harland 'Colonel' Sanders founded KFC when he was 62, Henry Ford made the first ever car when he was 42, and Donald Fisher didn't even open the first GAP store until he was 40.

People like Bill Gates and Mark Zuckerberg may have become business legends by creating multi-million dollar ventures in their teens, but they're the exception- not the norm.

Whether you're 33 or 63, you too can create a successful business. And you've already taken the first step by downloading this eBook.

In the following pages, I will break down the daunting process of starting a business in 9 simple, easy-to-follow steps.

Let's get started.

“A Great business starts small”

-Richard Branson

**Print out this book, and use it as a
checklist for your business journey.**

Go Through This Checklist

If you're going to change the world, you need to prepare. Remember, most businesses are not profitable when they start off. It can take a couple of months or even a couple of years before your venture is profitable, so you need to plan accordingly.

Tick the boxes as you complete each step

- I can manage myself
- I can do this for years to come
- My business is feasible
- I understand that I will be giving up certain things to pursue my dream
- I have proper safety nets in place
- I understand starting a business would require me to put in much more efforts and take on many more roles compared to a traditional job?
- I need to make certain changes in my lifestyle
 - Create enough savings to support myself for 1-2 years while I build my business
 - Allocate a few hours each day to work on my business
 - Continue my 9-5 for 6 more months before completely focusing on the business

Build Business Habits!

Having a traditional job means you have deadlines, structure, and accountability. You don't get all that in your business. It's on you to discipline yourself, and build habits that support your business.

Start by identifying a block of 3-4 hours in the day, for example 8-11 pm. In this dedicated block, turn off all notifications, minimise distractions; and focus on building your business.

Goals: Every day, take five minutes out to write down your goals. Here are your goals for your first two weeks. Achieve all of these, you'll be well on your way to self-employment in no time!

1. Prove feasibility of your product/service

The primary purpose of a business is to solve a problem. Research information about potential clients, and businesses already doing what you intend to do. You want to use this information to identify how your business can have a competitive advantage.

2. Create a Roadmap

Create a plan for how to structure, run, and grow your business. Grab a piece of paper and a pen, and start writing your ideas down. This will help you get the clarity you need to lay down the foundations of your business.

3. Figure out the cost

Determine how much money you'll need to start your business. Luckily, today there are more ways than ever to find the capital you require.

4. Pick a location

Are you opening up a brick-and-mortar store, or an online store? Are you providing a professional service to consumers or businesses? Research this thoroughly as this will affect your taxes, legal requirements, and revenue.

5. Choose a Name

Now we're getting to the exciting part. You'll want a name that aligns with what you do. You'd also want to ensure someone else isn't already using your name. Use a service like [Namechecker](#) to check availability of your chosen domain, and all associated social media channels And believe me, if you want to grow, you need to get a name that'll allow you the maximum visibility on the internet. Even if you're opening a local business.

6. Consult your local Trademark Database

You don't necessarily need to trademark your business right away, but make sure it's not already trademarked either.

Weekly Goals

7. Define the legal structure for your business

This will impact your business registration requirements, your taxes, and liability, so research thoroughly. Depending on your location and industry, you might also need to secure licenses and permits. You need to make sure everything is in order before you start selling.

8. Register your domain

Once you've decided on a name, buy the domain. I recommend namecheap.com, but you can't really go wrong with any service out there.

You can get a .com domain registered under \$10, so there's no reason to do it right now!

If the .com domain isn't available, consider alternatives. Refer to this [blog post](#) to understand the usage of available domain extensions. You can also buy the .com domain from its current owner if it's not being used. If you decide to go that route, remember to negotiate!

9. Separate business money and personal funds

Open a business bank account. Make sure the monthly balance requirements aren't absurd, and you like the bank's online interface. Trust me, when handling your expenses, the last thing you want is to struggle with a bad web portal app.

Some things cannot be done in one evening, like developing your marketing strategy, product/service, and your website. You want to set weekly goals for these. For example, you want to regularly connect with your local chamber of commerce and online groups that cater to your industry, to get the word out.

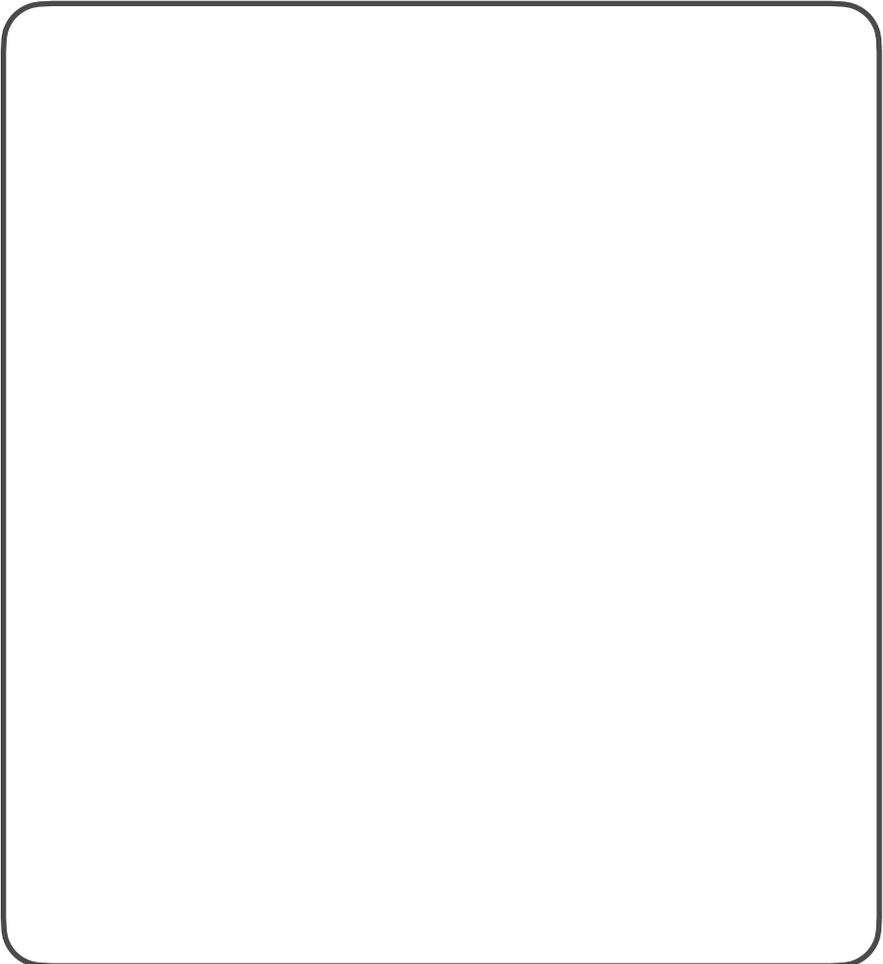
DESCRIBE A FEW WEEKLY GOALS BELOW-

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Monthly Goals

Set these for one month, three months, six months, and a year. This is what you work towards, and they serve as the motivation for your grind.

NOTE DOWN A FEW GOALS BELOW

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You made it!

Congratulations on starting your own business. Remember, Rome wasn't built in a day. A business isn't made in a weekend, it's nurtured over years. The journey is long and arduous, but it is one of the most satisfying journeys you'll ever take.

And remember, you're not just building an income stream. You're making a legacy.

Have Fun!

How about some extra help?

Did You know 81% of people research a business on the internet before they make a purchase?

More importantly, are you aware that 75% of that 81% judge your credibility by the design of your website?

You may think websites are only for large, multi-national companies- but the data says otherwise. According to google, 97% of users use search to find local businesses, and 46% of all searches include local intent.

Bottom line- regardless of what you are selling, you need a website. And you need a good looking website. After all, all your competitors have one, and they will take away your customers until you get one yourself.

Ideally, you want to have a well-made website set up well before you even make your first sell. Here are a few of the hundreds of things you can do with a website-

- Put up a product page and get valuable customer insight, fine-tune your offering, before you invest even a cent in building your product/service.
- Provide information to your client base with zero extra effort
- Be discoverable via google. And with the right techniques, you can even compete with the big names in your industry!

[GET YOUR WEBSITE](#)

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