



BUSINESS DEVELOPMENT 101

New Start Up Guide and Planner
COACH MICHELLE D

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About Me.

Coach Michelle D. is the dynamic CEO of Pro-Visions Academy, LLC, a leading real estate school in Georgia. With over two decades of experience as a licensed REALTOR® since 2001, she brings a wealth of industry knowledge and expertise.

As the Broker Owner of Resurgent Real Estate Services, Michelle has established herself as a leader in real estate. Her passion for professional development extends nationally, where she serves as a sought-after speaker, trainer, and coach. Michelle's dedication to advancing real estate education is highlighted by her service on the Executive Board of the Georgia Real Estate Educators Association, and her leadership as the 2016 President of the Women's Council.

Beyond her professional accomplishments, Coach Michelle D has been recognized as a top producer in real estate and is an award-winning community service advocate, demonstrating her commitment to both industry excellence and societal impact.



Introduction

Starting a business is one of the most exciting and empowering decisions you'll ever make. Whether you're launching a side hustle, stepping into full-time entrepreneurship, or turning a passion into a profitable venture, the journey ahead will be filled with learning, challenges, and growth.

Like many new entrepreneurs, you may feel overwhelmed by where to start, what steps to take, and how to build something sustainable. I get it—I've been there. I know what it's like to have a vision but struggle to put all the pieces together. That's exactly why I created this book—to provide a clear, step-by-step guide to help you lay a strong foundation, set up smart systems, and build a business that works for you.

This book is designed to take you through the essential steps every entrepreneur needs to succeed—from structuring your business and managing finances to marketing, automation, and setting measurable goals. Whether you're just starting or looking to refine your approach, this guide will give you the tools, strategies, and confidence to move forward.

Entrepreneurship isn't just about making money—it's about creating freedom, impact, and a business that aligns with your vision. My hope is that this book not only provides you with actionable steps but also inspires you to fully embrace your journey and take bold steps toward success.

So, let's dive in and start building the business—and life—you've always dreamed of!

Would you like to add a personal story or a quote to make it even more engaging?

Chapter 1:

ASSEMBLING YOUR BOARD OF DIRECTORS YOUR INNER CIRCLE FOR SUCCESS

Success is not a solo journey. Every entrepreneur—no matter how skilled or passionate—needs a strong inner circle to provide support, guidance, and accountability. This isn't about a formal corporate board; it's about surrounding yourself with people who will help you grow.

YOUR BUSINESS BOARD OF DIRECTORS

Your business board of directors should consist of four key players:

Your BFF (Trusted Friend for Emotional Support)

Someone who will listen when you need to vent and cheer you on when times get tough.

This person helps keep you grounded and reminds you why you started your journey.



Your Accountability Partner

Someone who will hold you to your goals and push you to stay on track. Weekly or monthly check-ins help ensure you're making progress.

YOUR MENTOR

A seasoned entrepreneur who has already walked the path you're on. They can provide insights, advice, and connections you wouldn't have otherwise.



YOUR COACH

A professional who can equip you with tools, strategies, and frameworks for business success.

Coaches provide structure and guidance that accelerate growth.

CHAPTER ONE- ASSEMBLING YOUR BOARD OF DIRECTORS YOUR INNER CIRCLE FOR SUCCESS



ACTION STEP: IDENTIFY AND REACH OUT TO AT LEAST ONE PERSON IN EACH OF THESE CATEGORIES TO START BUILDING YOUR SUPPORT SYSTEM.

Best Friend(s) -

Accountability Partner (s) -

Mentor(s)

Coach(s)

Notes

To do List

Chapter 2:

SEPARATING “YOU” FROM “NOT YOU”

The first step in running a successful business is treating it as a separate entity—it’s not just you anymore. To establish your business identity, you need to:

Choose a Business Name:

Make sure it reflects your mission and values.

Check availability through state databases and domain registrars.

Secure Your Online Presence:

Register your business domain name.

Create social media profiles that align with your brand.

Make the Mental Shift:

Start thinking like a CEO, not just a freelancer or self-employed individual.

Set clear boundaries between your personal and professional life.

**USING AI TO
BRAINSTORM YOUR
BUSINESS NAME**

Choosing the right business name is one of the first and most important steps in building your brand. If you’re feeling stuck, AI-powered tools can help generate creative, unique, and relevant name ideas based on your industry, target audience, and brand identity. AI can analyze trends, suggest keyword-based names, and even check domain availability, saving you time and effort. Whether you’re looking for something catchy, professional, or completely original, AI can provide a fresh perspective and spark ideas you may not have considered.



ACTION STEP: RAINSTORM POTENTIAL BUSINESS NAMES AND CHECK THEIR AVAILABILITY ONLINE.

Potential Names

Name available with S.O.S

Domain name available

Name available on Social Media Profiles

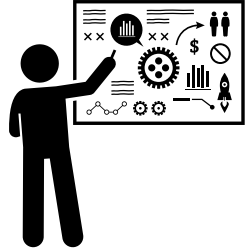
To do List

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Chapter 3:

THE POWER OF A PLAN

Crafting Your Business Blueprint – The Power of a Plan
A business without a plan is like a ship without a compass. Your business blueprint provides the direction and clarity you need to achieve your goals.
Essential Elements of a Business Plan:



- 1 Executive Summary:** What your business does and why it exists.
- 2 Target Audience:** Who you serve and what problems you solve.
- 3 Products/Services:** What you offer and how it benefits customers.
- 4 Marketing Plan:** How you will attract and retain customers.
- 5 Financial Plan:** Budgeting, revenue goals, and pricing strategies.

**USING AI TO HELP BUILD
YOUR BUSINESS PLAN**

AI can be a powerful tool for streamlining and simplifying the business planning process. From generating executive summaries to outlining financial projections, AI-powered tools can help structure your ideas into a clear, professional plan. AI can also analyze industry trends, suggest marketing strategies, and even provide templates to ensure your business plan is comprehensive and investor-ready.

CHAPTER THREE- SEPARATING “YOU” FROM “NOT YOU”



WRITE A ONE-PAGE BUSINESS PLAN THAT OUTLINES THESE KEY COMPONENTS.

Executive Summary:

Target Audience:

Products/Services:

Marketing Plan:

Financial Plan:

Chapter 4: MAKING IT OFFICIAL

Once you have a clear business vision, it's time to make it official. Registering your business provides legal protection and credibility.

Steps to Register Your Business:

1. Choose a Legal Structure:
 - Sole Proprietorship (simple, but no liability protection).
 - LLC (separates personal and business finances).
 - Corporation (ideal for larger businesses with investors).
2. Register with Your State:
 - Visit your Secretary of State's website to file business formation documents.
 - Pay the registration fees.
3. Obtain an EIN (Employer Identification Number):
 - Apply for free through the IRS website to handle taxes and banking.

**SPEAK WITH AN
EXPERT**

Potential business owners should consult with the following professionals when deciding which type of business entity to establish:

- Business Attorney – Provides legal guidance on liability protection, tax implications, and compliance requirements for different business structures.

Certified Public Accountant (CPA) or Tax Professional – Helps assess the tax benefits

and obligations of each entity type, ensuring you choose the best structure for financial efficiency and compliance.

- Certified Public Accountant (CPA) or Tax Professional - Helps assess the tax benefits and obligations of each entity type, ensuring you choose the best structure for financial efficiency and compliance.
- Small Business Administration (SBA) or Local Small Business Development Center (SBDC) - Provides free or low-cost guidance on business formation, funding options, and best practices.



ACTION STEP: DETERMINE WHICH LEGAL STRUCTURE SUITS YOUR BUSINESS BEST AND BEGIN THE REGISTRATION PROCESS.

Notes

To do List

Speak with attorney

Speak with CPA

Research SBA

Register your business

Get an EIN on IRS.gov

Chapter 5:

BANKING & BUDGETING BASICS

One of the most critical aspects of running a business is managing your finances effectively. Start by separating your business and personal finances.

Essential Business Accounts to Set Up:

1. Operating Account: For daily transactions.
2. Savings Account: For taxes and emergency funds.
3. Capital/Reserve Account: For reinvestment and future growth.

Budgeting 101:

- Track every expense and income source.
- Use accounting software like QuickBooks or Wave.
- Set aside at least 20-30% of revenue for taxes.

ECOMMERCE

Setting Up E-Commerce When Establishing Business Banking

When opening a business bank account, it's also important to set up e-commerce payment solutions to streamline transactions and ensure smooth financial operations. Connecting your business account to payment processors like Square, PayPal, Stripe, or Shopify Payments allows you to accept online payments securely and efficiently. This not only enhances customer convenience but also helps you track revenue, manage cash flow, and maintain financial transparency. Setting up e-commerce from the start ensures your business is ready to operate both online and offline, making it easier to scale and serve a wider audience.



ACTION STEP: OPEN A BUSINESS BANK ACCOUNT, ECOMMERCE AND SET UP A SIMPLE MONTHLY BUDGET

Notes

To do List

Business savings account

Business checking account

Reserve account

Tax account

PayPal (optional)

Square (optional)

Stripe (optional)

Shopify (optional)

CREATE A SIMPLE MONTHLY BUDGET

Chapter 6:

FUNDING AND CAPITAL STRATEGIES

Starting a business requires capital, but there are many ways to fund your dream without breaking the bank.

Options to Consider:

1. Bootstrapping: Self-funding from your savings or reinvesting profits.
2. Small Business Loans: Options from banks or the SBA (Small Business Administration).
3. Crowdfunding: Platforms like Kickstarter or GoFundMe.
4. Investors: Seeking funding from angel investors or venture capitalists.

SMALL BUSINESS ADMINISTRATION

The Small Business Administration (SBA) is a valuable resource for new entrepreneurs, offering guidance, funding opportunities, and educational support to help small businesses thrive. The SBA provides low-interest loans, grants, and microloans, making it easier for startups to access capital. They also offer free business counseling, training programs, and mentorship through organizations like SCORE and Small Business Development Centers (SBDCs). Whether you need help writing a business plan, navigating legal requirements, or finding funding, the SBA provides essential tools and resources to set your business up for long-term success.



ACTION STEP: EXPLORE FUNDING OPTIONS THAT ALIGN WITH YOUR BUSINESS GOALS.

Notes

To do List

- Self funded - sweat equity
- GoFundme
- Kickstarter
- SBA
- Investor(s)

Goals

Chapter 7:

WORK SMARTER, NOT HARDER

Systems create consistency and efficiency, allowing you to scale your business without burning out.

Key Systems to Implement:

- Customer Relationship Management (CRM): Track clients and automate follow-ups.
- Project Management Tools: Use Trello or Asana to stay organized.
- Financial Systems: Automate invoicing and expense tracking.

**CRM-CUSTOMER
RELATIONSHIP
MANAGER**

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ACTION STEP: CHOOSE ONE SYSTEM TO IMPLEMENT THIS WEEK TO STREAMLINE YOUR OPERATIONS

RESEARCH CRMs

- WIX.COM

- CONSTANT CONTACT

- ZOHO

- LOFTY

- MONDAY

TRY  **Constant Contact**

30 DAYS FOR FREE



Notes

Chapter 8:

FINDING YOUR AUDIENCE & GENERATING LEADS

Marketing is the heartbeat of any business. Without leads, your business cannot survive.

Simple Marketing Strategies to Start With:

- Social media marketing (Instagram, Facebook, LinkedIn).
- Content marketing (blogs, videos, newsletters).
- Networking and referrals.

ONLINE TO OFFLINE

Bringing Your Online Business Offline: The Power of CRM Integration

While building an online presence is essential, taking your business offline through in-person events, networking, and direct client engagement can create deeper connections and long-term customer loyalty. A CRM (Customer Relationship Management) system helps bridge the gap between your online following and offline interactions by tracking customer data, scheduling follow-ups, and managing event outreach. Whether you're hosting a live workshop, attending networking events, or setting up client meetings, a CRM ensures that every interaction is documented, follow-ups are automated, and relationships continue to grow beyond the digital space. By integrating your CRM with both online and offline strategies, you create a seamless customer experience that turns followers into loyal clients.

Chapter 9:

SETTING GOALS AND MEASURING PROGRESS

Setting goals and tracking your progress keeps you focused and motivated.

Set SMART Goals:

- Specific - Clearly define what you want.
- Measurable - Track progress with numbers.
- Achievable - Set realistic expectations.
- Relevant - Align goals with your business vision.
- Time-bound - Set deadlines.

FIRST 30 DAYS

Business Structure & Setup Goals

Legally Register Your Business - Choose a business entity (LLC, Sole Proprietorship, etc.) and complete the necessary registration with your state.

Obtain an EIN (Employer Identification Number) - Apply for your EIN from the IRS for tax and banking purposes.

Open a Business Bank Account - Separate business and personal finances by opening a dedicated account.

Financial & Budgeting Goals

Set Up Basic Bookkeeping - Use a tool like QuickBooks, Wave, or Excel to track income and expenses.

Create a 3-Month Budget - Outline expected costs and revenue goals to manage cash flow.

Explore Funding Options - Research small business grants, loans, or crowdfunding opportunities if needed.

Branding & Online Presence Goals

Chapter 9:

SETTING GOALS AND MEASURING PROGRESS

FIRST 30 DAYS

Secure Your Business Name & Domain - Ensure your business name is available and register a matching domain.

Create Social Media Accounts - Set up Instagram, Facebook, LinkedIn, or TikTok (whichever aligns with your audience).

Design a Simple Logo & Brand Identity - Use Canva or hire a freelancer to create branding that represents your business.

Marketing & Customer Outreach Goals

Develop a Simple Marketing Plan - Identify how you will attract your first customers (social media, word-of-mouth, networking, etc.).

Create & Publish Your First Piece of Content - A blog post, social media post, or video to introduce your business.

Set Up a CRM (Customer Relationship Management System) - Start tracking leads and potential clients from day one.

Networking & Business Growth Goals

Join a Business Networking Group - Connect with fellow entrepreneurs through Facebook groups, LinkedIn, or local meetups.

Find a Mentor or Coach - Seek guidance from someone experienced in your industry.

Attend One Industry Event or Webinar - Learn from experts and start building relationships.

Mindset & Productivity Goals

Set a Daily Business Routine - Establish habits that keep you productive and accountable.

Chapter 9:

SETTING GOALS AND MEASURING PROGRESS

FIRST 30 DAYS

- Read One Business Book or Listen to a Podcast - Continuous learning is key to growth.
 - Celebrate Small Wins - Acknowledge progress and keep momentum going!
- By setting and achieving these goals in your first 30 days, you'll lay the foundation for a strong, organized, and successful business.

CONCLUSION

EMBRACE YOUR JOURNEY

Embracing Your Journey – The Path to Entrepreneurship

Starting and growing a business is not a one-time event—it's a journey filled with learning, challenges, and incredible rewards. Every successful entrepreneur has faced uncertainty, made mistakes, and had moments of doubt, but what sets them apart is their commitment to keep going. As you take the steps outlined in this book, remember that progress is more important than perfection. Stay consistent, stay adaptable, and trust the process.

Surround yourself with the right people, set clear goals, embrace systems that make your business more efficient, and most importantly—believe in yourself. Entrepreneurship is not just about building a business; it's about building a life that aligns with your passion, purpose, and vision.

The road ahead may not always be easy, but you are capable, prepared, and ready to make it happen. Keep learning, keep growing, and most of all—enjoy the journey. Your success story is just beginning!

Would you like to add a motivational quote or call to action at the end?

A handwritten signature in black ink that reads "Coach Michelle D." The signature is written in a fluid, cursive style with a large, decorative initial 'C'.