

— A SIMPLE GUIDE TO —

# **Creating and Starting Your Own Business.**

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# What you can expect to gain from reading this guide.

**While I'm a business accounting consultant by trade**, meaning that numbers come naturally to me, I strongly believe that when starting and solidifying a new small business, it's imperative to first address areas that come before number crunching. In "A Simple Guide to Creating and Starting Your Own Business", we'll touch on:

- Your purpose, your mission, your business idea
- Articulating your business idea into a mission, passion, and purpose and getting it out to the world
- Keeping your business and personal finances separate
- Understanding cash flow
- Learning that organization is key

I believe that the first two items on the list are extremely important to touch on as your idea, mission, purpose, and passion need to be the foundation of your business. While there may be others better equipped to help you discover exactly what your purpose and passion is, I'm going to share some of my own experiences as I hope they will



help steer you in the right direction as you're thinking about starting your business. I'll also share with you, at the end of this guide, my favorite thought leaders on social media that have inspired me to go after my passion and dreams.

The next two items on our list will become the administrative foundation for your business. In section four we'll discuss how to determine and manage not only the cash flow of your business, but also how to have what you need to live comfortably while doing so.

The final section will focus on how to stay organized. It's entirely too easy to waste time on trying to fix disorganization and chaos. If you can formulate a solid plan to stay organized throughout the process, you'll save not only time, but an enormous amount of stress. You'll be better able to focus on the more important task of creating and generating business.

# Introduction.

**Starting a business is an exciting endeavor that can come about in many different ways.** Whether you've carefully planned out the start of your new business while working a full-time job or have had a business fall into your lap due to life circumstances, starting a new business is a journey with many steps along the way. This guide, and many more to come, is designed to help you get your new business not only off the ground and running, but remaining successful and organized for years to come.

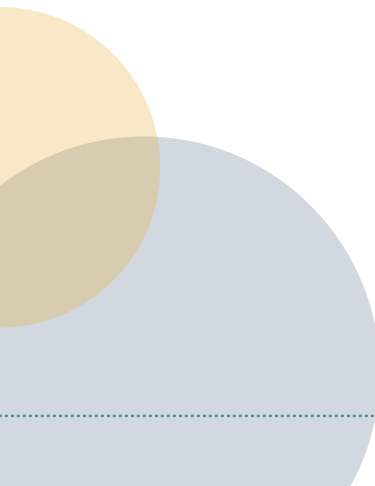
For me, my business, a successful consulting practice, happened to fall in my lap. I was working at a company that ended up not being a good fit for me at the time. I was hoping to work at said job for at least one year and with another job lined up and ready to roll after I finished my year. But shortly after the one-year mark, I left without having that other job lined up. I took a couple of weeks off to rest and re-charge and ended up starting a consulting project for the company I left because they needed my expertise in a particular accounting software.



From there, I started reaching out to people in my past that I had previously worked with. I also made sure that I started meeting new people in the industry. I quickly found that other companies also had projects here and there that couldn't be started nor finished due to staffing constraints. I was able to step in as a consultant to help companies finish those projects. Once I started consulting, I would never again take on a full-time position with a company. Instead, I formed my own consulting group and have been running my company successfully for the past twelve years.

Today, while still working my "day job," I'm starting a brand-new adventure and am using my knowledge and experience that I've gained from the

past twelve years to get that business started. I'm very much enjoying documenting the process and am excited to share this first guide and all future guides with you. My hope is that you can take away what applies to you and your business and use it to help you along your journey. If you have any questions, please don't hesitate to reach out to me. I love helping startups and small businesses succeed!

A handwritten signature in black ink, reading "Aaron J. Kunder". The signature is fluid and cursive, with a long horizontal stroke at the end.

# So, you have a business idea? Start laying the foundation.

If you have a business idea, you've taken a huge step to starting the journey. That being said, there are several fundamentals that are critical to this step of the process. In my personal experience, if you're good at something and are willing to be disciplined and stay focused on your end goal, you'll be successful. Your discipline and focus combined with passion and purpose behind what you're doing will allow you to soar higher than you may have imagined possible. Keeping that in mind, below are a few tips to help you in this part of starting your business.

**1** **Whether you're very experienced** in what your business focuses around or are a newbie to the subject, it can be extremely helpful to sit down and take a look at what others who have similar businesses are doing. The important part in this step is research and gathering information. Remember that knowledge is power and will help you weed out what you do and don't like as well as what does and does not resonate with you.

**2** **Writing is your friend!** You should be writing a lot during this process. Not necessarily even on your computer, but on paper. I never thought it made a difference, but throughout the years I've found that writing ideas on paper

*Research what others are doing in your field as well as organizations you want to connect with through social media platforms.*

is significantly more effective than typing on my computer. In fact, when writing this guide, I first began the process on my computer and quickly became frustrated and thought about giving up. When I was told by my life coach to put pen to paper, the creative juices started to flow. I was able to scribble and draw, and only at that point did I really begin to see my ideas come to life.

**3** **Social media can be a very beneficial outlet** when developing your business idea. You can connect with others who share a passion for the business idea you're developing and also come up with new ideas based on what others are sharing. Social media can also enable you to find a network of people and organizations that can be incredibly beneficial to your journey and help you stay motivated when

*Talk through your ideas with your tribe; those you trust and value in your life.*

*Set aside time every day to work on your business idea. Having the discipline to set aside time to work on your business idea is the only way things are going to happen!*

*Value your uniqueness and individuality!*

*Write and brainstorm your thoughts and ideas using pen to paper—you'll be amazed at what you come up with!*

you're struggling with your new venture. For example, when I decided to begin my journey of starting my non-profit, New Life Center for Thoroughbreds, I searched the Internet and made a spreadsheet of hundreds of Thoroughbred and horse related organizations that I'd be interested in connecting with in the future. Chances are, there's a community out there that can assist you on your journey.

**4** **Don't forget to BE YOU.** You offer something that no one else does even if others are passionate about the same ideas and causes you are. You are unique and there is no one else quite like you!

