

Smart CENTS

E – Z Market Starter

Smart CENTS E – Z and Comprehensive Market Starters are digital download step by step business resources with Tips, Articles, Videos, Guides and Templates for startup and growing businesses.

BIZZ BUZZ Business Library

1. DREAMS TO BUSINESS OWNERSHIP

- PASSION 2 OPERATIONS!
- THINK BIG, BIGGER THAN YOU!
- Believe in 'YOURSELF'. Believe in your 'DREAM'!
- Everyone has a dream, not everyone pursues their dream.
- There are no impossible dreams. Dreams are reality!
- Write the vision. Get the dream out of your head onto paper.
- Relentless Determination!
- Absolutely no regrets.
- Legacy building

ARTICLES:

SMALL BUSINESS REVOLUTION

Deluxe is Creating a Small Business Revolution on Main Street

http://smallbusinessrevolution.org/?s_kwcid=MARIN_20151mkwidsBwEyYL7Bpcrid64303386807pdvcpkwsuccessful%20small%20business%20ownerspmte

BLACK ENTREPRENEUR PROFILE

Black Billionaire Profiles

<https://www.blackentrepreneurprofile.com/black-billionaires/>

Forbes

The Little Black Book Of Billionaire Secrets

<http://www.forbes.com/lists/#7f1379c847f6>

VIDEOS:

What They Don't Teach in Business School About Entrepreneurship

https://www.youtube.com/watch?v=mHVJF9VaWfo&ebc=ANyPxKrsYhFMWBnO-E33_N8yGlu17rRODgfAFed_FeGruMRc7kVLIGarciON2tS5eK13ZoGuRqAKTO2iTX-bl1-CsHzdryXz8A

Affirmations for Entrepreneurs & Home Business Success

<https://www.youtube.com/watch?v=b0gWRAZU5G4>

Dream – Motivational Video

<https://www.youtube.com/watch?v=g-jwWYX7Jlo>

How To Turn Your Dreams Into Your Reality!

<https://www.youtube.com/watch?v=QzZPbWAwY9k>

Lisa Nichols on The Key to Abundance and Success

<https://www.youtube.com/watch?v=ARIGsnnhGAU>

Meet South Africa's youngest millionaire only at 23

<https://www.youtube.com/watch?v=wV4DC9mC6U4>

Meet an Emirati entrepreneur who created two successful companies

<https://www.youtube.com/watch?v=VkQw4NQk2YE>

2. STARTUP BUSINESS ADVICE

- No one runs before they walk; patience is a virtue. Fifty percent (50%) of entrepreneurs fail within 5 years because of not having a road map, business plan.

- Most entrepreneurs think that they will succeed overnight. But the necessary business documents, contracts and agreements must be completed and obtain capital to grow a company.
- Separate all business affairs from personal affairs (time frame, money, relationships). Honor the difference and you will become a very successful business owner with a balanced life.
- Major consideration for startup business owners, discipline yourself to invest time, effort & money into the idea which yields advantageous rewards.
- Once the startup begins growing, keep driving for more growth.
- Drive straight ahead towards growth, don't park at mediocre.

ARTICLES:

USA Today

Best time to own a small business is now, poll says

<http://www.usatoday.com/story/money/business/small%20business/2016/02/22/small-businesses-optimistic/80464200/>

Entrepreneur

10 Startup Tips Learned the Hard Way

<http://www.entrepreneur.com/article/236643>

Forbes

The 3 Best Ways To Make Money At Home and more

http://topics.forbes.com/topic/18/Work+At+Home+Jobs?utm_campaign=G4l64p4&utm_term=home%20based%20jobs&utm_source=&utm_medium=e&utm_content=68495104967&g_tg=&g_ti=kwd-24047021&g_de=c&g_dm=&g_ap=1t1&g_nw=g&g_ci=121950167&g_ai=20234381087&g_lp=9026931&g_li=&gclid=CMqb0-TnucsCFYeUfgodBKkL7A

SBA – Small Business Administration

Ideas for Growing Your Business

<https://www.sba.gov/content/ideas-growing-your-business>

VIDEOS:

How to Stay Out of Debt: Warren Buffett – Financial Future of American Youth (1999)

https://www.youtube.com/watch?v=lvveZr0D_9Y

MARK CUBAN: Only Morons Start a Business on a Loan

<https://www.youtube.com/watch?v=KYneLGRTgy8>

2015 Oprah Interviews Robert Kiyosaki Home Based Business myEcon

<https://www.youtube.com/watch?v=ZJj7dfV098I>

How to Start a Business without No Money

<https://www.youtube.com/watch?v=-2m6JkJvv4w>

NEW Year 2014-15 How to start an online business working from home

<https://www.youtube.com/watch?v=f0YcpBpE7bg>

3. HAVE A BUSINESS IDEA?

- The best business idea is doing what you love, your passion.
- Stay Encouraged; NO EXCUSES.
- Don't trip over the 'no's', keep walking to the 'yes's'. Every 'no' propels you closer to the 'yes' that you'll need.
- "It doesn't matter if a million people tell you what you can't do, or if ten million tell you no. If you get one yes from God that's all you need." Tyler Perry
- The dream is in your vision. Others criticism occurs because they are looking at something else. Stay focused, it's your dream and ***it's your business, a new normal!***
- Write your business idea & work smart. It's a privilege to see a dream come true.
- Study the industry, competition, and products/services. Most big corporations and successful business owners started a

small business during an economic recession/depression era. They ceased the opportune moment.

ARTICLES:

Entrepreneur

8 Ways to Come Up With a Business Idea

<http://www.entrepreneur.com/article/225513>

Franchise Opportunities

SEARCH BY INVESTMENT LEVEL

[http://www.franchiseopportunities.com/find-a-franchise/investment-](http://www.franchiseopportunities.com/find-a-franchise/investment-level?utm_source=google&utm_medium=cpc&utm_term=opt&kw=%2Bnew%20%2Bideas%20%2Bfor%20%2Bbusiness&utm_content=Business_Ideas&utm_campaign=Business_Related_KWs&mt=b&net=S&adv=76149956834&dev=c&qclid=CJarl7_d9MUCFQytaQodnHcA7g)

[level?utm_source=google&utm_medium=cpc&utm_term=opt&kw=%2Bnew%20%2Bideas%20%2Bfor%20%2Bbusiness&utm_content=Business_Ideas&utm_campaign=Business_Related_KWs&mt=b&net=S&adv=76149956834&dev=c&qclid=CJarl7_d9MUCFQytaQodnHcA7g](http://www.franchiseopportunities.com/find-a-franchise/investment-level?utm_source=google&utm_medium=cpc&utm_term=opt&kw=%2Bnew%20%2Bideas%20%2Bfor%20%2Bbusiness&utm_content=Business_Ideas&utm_campaign=Business_Related_KWs&mt=b&net=S&adv=76149956834&dev=c&qclid=CJarl7_d9MUCFQytaQodnHcA7g)

BUSINESS NEWS DAILY

15 Great Online Business Ideas

<http://www.businessnewsdaily.com/4572-online-business-ideas.html>

Entrepreneur

Need a Business Idea? Here are 55

<http://www.entrepreneur.com/article/201588>

VIDEOS:







The Most Successful Small Business in the World

<https://www.youtube.com/watch?v=YtkV6bZB8ZY>

50 Home Business Ideas

https://www.youtube.com/watch?v=55Fa_vlyGs0&ebc=ANyPxKoEsxwwkOFZy2sHRBCv1P6wqpBTF-UVJeuvbY_ljmlcLr2C_PBCiekTzc7XK96LRcV4SnHuusvUYKUyv_DuYcYjUtAY7w

4. WHAT IS THE BUSINESS NAME?

- Be Very Creative (e.g.  STARBUCKS,  Apple, *Smart* CENTS) or
- More relevant to the nature of the business (e.g. , , ) or
- A personal name after the founder of the business (e.g. MARY KAY®, , Neiman Marcus)
- The business name must have a catchy, rhythmic sound effect for branding (mass marketing and recognition) purposes.
- Before registering the new business name, check for availability with the state and county to avoid copyright infringement or conflict of someone else using the same business name.
- The new business name may be available with the county, but unavailable with the state for a legal business structure. Save the frustration and check new business name availability with the state AND the county.

ARTICLES:

Branditory

“Exposed: Mistakes to Avoid When Naming Your Business”

http://branditory.com/business-report.html?gclid=CLytj_zm9MUCFZSGaQodD70Abw

Entrepreneur

3 Tips for Naming Your Business in the Modern, Mobile World

<http://www.entrepreneur.com/article/234845>

VIDEOS:

Tips for Choosing a Name for Your Startup or Small Business

<https://www.youtube.com/watch?v=AUIgwMjueil>

...Top Tips for Naming Your...Business

https://www.youtube.com/watch?v=7lktfc9_wwE

5. ADVICE FOR THE EXECUTIVE SUMMARY

- Write the Business Plan first, then, write the Executive Summary. Save the best for last!
- Executive Summary is
 - The doorway to the Business Plan
 - A brief preview of the Business Plan that invites additional conversation with potential clients, bankers, investors
 - Must be one (1) to two (2) pages or pitch the business concept to someone in 30 seconds or less
- When the Business Plan is well written and informative, the Executive Summary is much easier to write. Just copy/paste highlighted area of the Business Plan concept & display a few graphs &/or charts. The Executive Summary is completed!
- Many times, the Executive Summary is the only business document people will take time to read.

ARTICLES:

Bplans

How To Write An Executive Summary?

<http://articles.bplans.com/writing-an-executive-summary/>

Entrepreneur

First Steps: Writing the Executive Summary for Your Business Plan

<http://www.entrepreneur.com/article/241071>

VIDEOS:

Business Planning: What is an Executive Summary?

<https://www.youtube.com/watch?v=98kRe3Oc5bg>

Executive Summary

<https://www.youtube.com/watch?v=4SPNgsat53l>

Write a Winning Executive Summary

<https://www.youtube.com/watch?v=R9zRapFoHV0>

It's Your Business – A New Normal!