

Be Light: Confidence & Support

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1 Corinthians 3:7–9 (ESV)

So neither he who plants nor he who waters is anything, but only God who gives the growth. He who plants and he who waters are one, and each will receive his wages according to his labor. For we are God's fellow workers. You are God's field, God's building. ”

God is giving you an amazing opportunity.

BeLED by Him with **Confidence** and allow Him to **Support** you as you embark on a new journey. Spend time in the Word and prayer as you walk through each of the following steps and trust God with the results. A simple checklist with each of the steps will be provided at the end to help you begin.

All our materials are based on our **BeLED Family** framework:

Be • Abide in God's Presence (1 John 4:13–16)

Be Led • Hear the Voice of God (John 10:27–30)

Be Family • Know God's Love for Us (1 Peter 2:9–10)

Be Light • Know Your Identity in Jesus (John 12:35–36)

Be Entrusted • Align Your Focus with Jesus (2 Corinthians 7:1)

Be Disciples • Love Like Jesus: Family, Community, & Enemies (1 John 1:3–4)

Want more Guidance or have Questions?

BeLED Family and BeLED:BeWell can help support you through this process. Learn more or simply book an appointment with us on our website below or reach out to us:

www.beledfamily.com/coaching-amber

coaching@beledfamily.com

Be Entrusted: Clarity & Systems

The beginning of a successful Stewardship Journey is to gain clarity of your resources and abilities and how to **BeLED** by God to use them effectively for His Glory! These steps will create systems that will support you along the way.

1

Business Plan

- Mission & Vision Statements
- Competitive Advantage & Niche
- Target Audience & Ideal Client
- Team
- Products & Services

There are many ways to create a good business plan, but these few pieces are essential. They will build a firm foundation that will help you as you consider other opportunities for your business.

Mission & Vision Statements help create the big picture guidelines and guideposts you need to create a clear image and brand for your business. These should be no more than 1-2 lines each and memorable. They help guide both you and your clients.

- **Mission Statement:** Short summary of your purpose and focus
- **Vision Statement:** Short summary of your direction and what you want to become.

What is your **Competitive Advantage**? What experiences, skills, training, etc. do you have that make you uniquely qualified to reach people? What do you find easy that other people think is challenging? If you don't know yourself, start talking to the people around you.

Think about your **Target Audience & Ideal Client**. Define their attributes, their demographics, their physical, emotional, and spiritual state, their economics, their neighborhoods, their friends, family, and co-workers.

This may be vague at the beginning, but keep it in mind as you continue to build and refine your business. The more clarity you have of who you want to reach, the easier it is to refine your branding and programs.



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1

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You need a **Team**. Either recruit others directly to your business and/or build a network of others in your industry. Think about your teachers, your former fellow students, others in the industry, co-workers, and friends – people who support you. Support networks are important to stay healthy and growing.

Coaches can be an especially helpful resource to guide you through a process of continuous improvement and maintaining guideposts and guardrails that keep you healthy and encouraged.

Define your **Services & Products** that you are offering. At this stage, you do not need to know your pricing or exact specifications, but you want to have a solid idea of the services and products you are prepared to spend time on designing and refining.

- **Services** include things that you provide that are not goods. This can include things like coaching, consulting, training, and programs.
- **Products** include physical and digital goods that are produced and sold.

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1 Corinthians 3:12–15 (ESV)

Now if anyone builds on the foundation with gold, silver, precious stones, wood, hay, straw— each one's work will become manifest, for the Day will disclose it, because it will be revealed by fire, and the fire will test what sort of work each one has done. If the work that anyone has built on the foundation survives, he will receive a reward. If anyone's work is burned up, he will suffer loss, though he himself will be saved, but only as through fire.

”

Be Entrusted: Clarity & Systems

2

Business Branding

- Name
- Logo
- Location & Mailing Address
- Media Presence
- Digital Tools

A **Name** encompasses everything about your business. It is how people will recognize who you are and what you do. If you are a sole proprietor – using your last name in your business **Name** makes registration easier. Use your Mission & Vision Statements to help guide you in deciding your **Name**.

Your **Logo** can be simple or complex. It is something that should be clean and clear, making it easily recognizable to your customers. Use your **Logo** to create uniformity across your media presence.

Your business **Location & Mailing Address** can be the same or different. Note that your business address will be public information that will be listed on your official documents and registration. If you are working out of your home and do not want that address to be public, consider purchasing a UPS box or Virtual Mailbox. These services provide you with a street address required for public records to use in place of your home address.

Determine where you want a **Media Presence**. Possibilities include a website, social media platforms, flyers, mailing lists, etc. You want to start only with things you can manage. Decide what will have the biggest impact for the least upfront cost (think time and effort too, not just money). If you already have a personal **Media Presence** that can be leveraged to jump start your business' **Media Presence**. Use your **Target Audience & Ideal Client** as guideposts to help you determine best fit.

Narrow down a select group of **Digital Tools** that can help support your business. Think about your **Competitive Advantage** and how you can incorporate **Digital Tools** that will allow you to bring out your best offerings. These might include tools that support design, marketing, email, website, sales, scheduling, or be specific to your industry.



Be Entrusted: Clarity & Systems

3

Business Registration

- Type of Business
- State
 - Tax ID / Resale
 - Formation Documents & Registered Agent
- Federal - EIN

Based on the several of the factors already addressed, now is the time to decide what **Type of Business** you are going to officially create. Some of this will depend on your **Team** and **Mission Statement**. There are 5 main **Types of Businesses**. They vary based on the team structure, who is liable for debts (personal or business), and how they are taxed (pass-through: self-employment tax + personal tax; corporation: corporate tax + dividends taxed; exempt: no tax with no dividend distributed).

Type	Team	Liability	Taxation	Best For
Sole Proprietor	1 person	Personal	Pass-through	Low-risk, freelancers
Partnership	2+ people	Personal	Pass-through	Shared management of individuals
Limited Liability Company (LLC)	1+ people/entities	Business	Pass-through or Corporation	Small to medium sized businesses wanting protection
Corporation	1+ Shareholders	Business	Corporation	Large business, public companies
Non-Profit	1+ Shareholders	Business	Exempt	Charity work, public benefits

The **State** level registration process can vary slightly by state and business type. **Formation documents** and a **Registered Agent** are typically required for all types except a Sole Proprietor. Check your state level Secretary of State website to determine necessary filings, registrations, and fees. If you need more guidance, your local Small Business Administration office is a free resource alongside other companies that often charge an additional fee.

After you have registered your business with your state, you then must register the business **Federally**. This requires applying for an Employer Identification Number (EIN). It is a simple process that is easily done on the IRS website.



Be Entrusted: Clarity & Systems

4

Business Operations

- Bank Account
- Insurance
- Accounting
- Digital Tools

The last few steps of the Startup Journey include finalizing the details for your **Business Operations**.

You will want to setup a separate **Bank Account** to track your business income and expenses. Even if you are a Sole Proprietor, a separate account is necessary to ensure clean business records for tax purposes. You will need your business license and registration information to open an account under your business name.

Insurance is also necessary and should cover what you need for your business. Types of insurance that should be considered for your business include professional and general liability, business property, and accident coverage. Additional coverages that may depend on your service or product are cyber liability, sexual abuse liability, and industry specific coverage. It is wise to look for insurers who work with your specific industry.

Accounting services or software are also necessary to track business expenses. Be realistic about your abilities in this area since a lot of detailed work will be necessary. If you have a solid understanding of bookkeeping, financial recording, or accounting, then simply using a spreadsheet or a bookkeeping software will work for you. If you are not familiar in this area, look for someone to join your team or hire to do this correctly for you. You will also want to look for a reputable **Accountant** that is within your budget to help you audit and prepare your books for tax filings. Do this in advance as it is difficult to find an available accountant during tax season.

A select portfolio of **Digital Tools** can be a lifesaver as you start your business. You will need these tools to meet a few criteria:

- Does it meet your need(s)?
- Does it fit your budget?
- Does it fit your abilities?
- Do the selected **Digital Tools** work well together?

If you are able to select **Digital Tools** ahead, it will help jump-start smoother operations. You can always adjust and add-on as you discover new needs or your abilities and budget expand.



Be Disciples: Courage and Steadfastness

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1 Corinthians 3:10–11 (ESV)

According to the grace of God given to me, like a skilled master builder I laid a foundation, and someone else is building upon it. Let each one take care how he builds upon it. For no one can lay a foundation other than that which is laid, which is Jesus Christ.

”



Remain **Steadfast** through the ups and downs of business as you HONOR the LORD in all that you do. Establishing a firm foundation brings **Steadfastness** during times of uncertainty, new opportunities, and great challenges.

Courageously set up and operate your business based on true Christian Character that draws others to Jesus. We are to be His Light in the darkness. We are to be set apart, holy unto the LORD, in all areas of life meaning we do things differently. It is easy to build a new business compared to building a new reputation.

Recognize the importance of reflecting Jesus to those around you as you setup and operate your business. This may mean that you don't follow the same policies or procedures as others, it may mean that you emphasize fellowship in the workplace, it may mean that you are just and fair in your dealings, even when it is difficult. Whatever it means for your business, trust that God will bless you as you serve Him faithfully.

BeLED by Jesus.

Be Light Entrusted Disciples of Jesus.

Glorify God in all that you do!

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BeLED Business Startup Checklist

· BeWELL ·

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