



Setting Up Your Business

NAMING YOUR BUSINESS

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Naming Your Business

Business Name – In general, we recommend that you use your personal name when you are starting out. It affords you more flexibility down the road. You can of course also create a company name - there are pros and cons to each.

USING YOUR PERSONAL NAME

If you use your name, this creates visibility for you and allows clients to connect with a personal presence and give you the flexibility to change your offerings down the road without changing your brand.

For example:

USING YOUR COMPANY NAME

If you create a company name “somatic fitness, or “eating for life-force,” etc. it allows you to build a brand separate from your personal identity. It may even allow you to sell the brand down the road. This is rare but possible assuming you build a brand with an extensive list and social network that is not personality dependent. Using a company name is good if you are clear about the type of work you want to do longterm.

For example:



**WE ARE ‘THE INSTITUTE FOR
THE PSYCHOLOGY OF EATING’ AT
PSYCHOLOGYOFEATING.COM**

NOT

Marc David, Eating Psychology
Teacher at marc david.com

You can use your “current title” to make it clear what you do. For example, Emily used these business titles in the past:

- Emily Rosen, Holistic Health Coach and Private Chef
- Emily Rosen, Nutritional Consultant and Wellness Program Director
- Emily Rosen, Eating Psychology Counselor and Teacher
- Emily Rosen, Business Coach and Mentor for Holistic Entrepreneurs
- Emily Rosen, CEO of IPE and Strategy Consultant



Naming Your Business

Having Emily's website as emilyjoyrosen.com allowed her to change her offerings and focus on her website without having to change anything else, as the brand is "her" – Emily Rosen. If her brand had been the holistichealthcoach.com or emilyprivatechef.com, She would have had to start over each time.

What are the pros and cons for **using your personal name**?

What are the pros and cons for **using a business name**?

Professional Insurance

Do you need this as a coach? Life, health or nutritional coaching is still a relatively new field, and so most people assume they do not need some kind of liability insurance. Unless you are very wealthy or have some significant assets, the likelihood of being sued as a coach is very small.

Some say that since there is no existing State Licensure, one could well argue that the coach's liability actually increases. Others say, as long as you abide by DSHEA (Dietary Supplement Health and Education Act), there really is no need. Occasionally graduates have needed insurance when they work for an outside organization or wellness center that requires it. If you are working for yourself, this is simply a personal decision.



Phone Number & System Decided

Telecommunication has surged in the last ten years, and so have your options.

LANDLINES

Pros and Cons

CELL PHONES

Pros and Cons

Google Voice can be a free option to explore. You can establish a number from anywhere and decide which phone it will ring to: home, retreat, cell, etc.

Filing System for Clients

If you go electronic, you can sync to your established database and contact management system, keep everything in one place, and you can access your electronic files from anywhere. Look into Amazon Cloud and Google Docs. Physical folders, however, are useful to keep client information separate and protected.





Getting Paid

It's a great practice to have your clients pay online before their session, or pay you in person immediately after the session. The sooner you receive payment, the better for everyone.

WHEN IT COMES TO RECEIVING MONEY FROM YOUR CLIENTS OR STUDENTS:

- Be clear about your policies
- Keep great records
- Be thankful that money is flowing your way

Methods to take Money: Cash, Check, Credit

CHECK

Although not as prevalent as they used to be, they're still a popular choice. And thankfully, there are no credit card fees to pay! Make sure there is a name, address, phone number and check number on the check. Deposit all checks promptly in your bank account to prevent misplacing them, and to make sure the check clears.

CASH

It may seem great to get paid in cash, but you should weigh this option cautiously if you know you are not skillful in money management. This is the least traceable way to accept funds and so easy to spend and lose track of.

CREDIT/SQUARE

Credit cards are going to be very convenient for most clients and will allow you to process payments easily. If they're using a credit card, take down the type of card (Visa, American Express, etc), the name on the card, the card number and expiration, their zip code, and the CVC number on the back. This is a very important security measure to include. Be aware, there will always be a handling fee for credit cards. An easy way to accept credit card payments is to use PayPal (see more below) but this isn't the only option.

If you have a smart phone (iPhone or Android) or iPad, you can use the Square, a nifty mobile card reader. Check out the possibilities at squareup.com.



USING PAYPAL:

With so many payment methods (credit cards, debit cards, bank accounts), it can be a challenge to keep everything straight. PayPal wants you to think of their services like a digital wallet – one convenient, secure spot to keep all your ways to pay.

GO TO [PAYPAL.COM](https://www.paypal.com)

In the top right-hand corner of the menu bar on their homepage is blue “Sign Up” button. The following screen provides a drop down menu for you to choose your country or region and your language.

You have two options.

PAYPAL FOR PERSONAL USE

This will lead you to a basic form where you can fill out your contact and agreement boxes for PayPal’s User Agreement, Privacy Policy and Acceptable Use Policy. After you create your PayPal Account, they’ll ask you to link your bank account, debit card, or credit card. Then, you can start using PayPal right away. It’s pretty self-explanatory, and PayPal walks you through it nice and slow. Remember: as a buyer, you never pay a fee to use PayPal. And, you don’t need a balance in your account to shop.

PAYPAL FOR BUSINESS & NON-PROFITS

This will lead you to a screen where you can choose from 3 Fee Options. Each one has a “Learn more” link below each plan’s “Get Started” button. We recommend that you read through each one and decide which is most currently applicable to your business. When an order is complete, the money usually shows up in your PayPal account within minutes. From there, simply transfer it directly to your bank account or spend it wherever PayPal is accepted. You can also access your funds with a PayPal Debit Card and earn 1% cash back when making purchases.

If you’re doing the purchasing, there are no fees. However, since you are acting as the seller, PayPal collects a small fee to securely handle your payment. You can get paid via debit card, credit card, or PayPal transfer. All you need to request a secure payment is your client’s email address, even if they don’t have an existing account with PayPal. Like most credit card processors, PayPal charges a fixed percentage and a transaction fee on every sale. What makes PayPal different is that there are no extra fees for setup, downgrades, statements, withdrawals, or cancellation. Those hidden fees can really add up.

TRANSACTIONS IN THE US	TRANSACTIONS ABROAD
2.9% + \$0.30 PER TRANSACTION (or less)	3.9% + a FIXED FEE (based on the currency received)
Their flat transaction fee ensures that a hidden or variable fee can never surprise you.	PayPal also offer volume discounts as low as 2.2% to businesses that sell a lot, or a flat rate of 2.7% when you accept payments with their card reader.



NOTES:

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



Creating Invoices

CREATE YOUR POLICIES

We strongly encourage you to create policies regarding how you expect to be paid.

- What method will you allow – cash, checks or compensated credit?

WHEN ARE PAYMENTS DUE?

- Are you paid upfront? Will you begin the work without any payments?
- Can the client split payments? How much qualifies as a down payment?

We always recommend getting paid directly after the session for in person clients, or 24 hours in advance of the session via online payment/credit card, whether the client is in person or a phone client. This is the easiest and simplest and clearest method.

It's important that you outline your expectations to any clientele. No one likes surprises. When you make your first appointment with a client, let them know at that time how you get paid. You can also include this information in your client agreement.

Example of wording in the client agreement:

“Payment for all sessions is made the day of the session, or 24 hours prior to the session. I accept cash, check, or credit card.”

Some practitioners invoice their clients. We do not suggest this method, but if you do so, invoices should clearly indicate services rendered and the amount charged. This makes it easy for clients to understand what they are being asked to pay for. Further, not all of your clients will respond to your invoices on time. Depending on your policy, as the due date or late-date approaches, politely enquire from the clients whether or not they have sent their payments. While certain clients attempt to be evasive, most are willing to pay and they could have simply forgotten the payments. And remember to thank them when they do! Money is often a touchy subject, so politeness about it is a good idea.

INCLUDE YOUR CONTACT INFO

Bear in mind, again, that not everyone who receives your services is the one paying for them. There might be a parent, spouse, partner, employer, or friend footing the bill. Therefore, the invoices you send might pass through several people before getting paid. In all cases, this is why it's so important to include your full name, address, telephone number and email. This makes it much easier for the person receiving the invoice to know where their money is expected to go. In addition, they might need clarification, for whatever reason, and including your contact information makes it easier for them to reach you.

[illegible]



Contact Management Systems

Trust us, this will make your life so much easier. CMS will keep you well organized and professional. The whole point of utilizing a CMS is for streamlining and efficiency. A CMS is an online program that manages your information, mailing list, emails, newsletters, payments, and lots more. It allows your business to grow while maintaining a sense of organization.

We've provided you with a list here below with various options if you choose to use a contact management system. Some are not "pure" contact management systems as they don't integrate payments. These are best for those who are just starting out and want something simple.

If you choose to use none of these, we strongly recommend that you keep a record of your contacts in an organized place, such as a spreadsheet. If you use Gmail as your email provider, they provide a great feature called Google Docs. It's useful because you can access your documents from any computer, anywhere in the world. In addition you will not lose the information if your computer crashes, as it's stored in a "cloud".

Be sure to keep notes for each person and keep digital files for your current and potential clients. If you start off being organized you will thank yourself later, because as you grow you will have systems in place that will support your expansion.

CONTACT MANAGEMENT SYSTEM OPTIONS

MAILCHIMP

If you do want to use a traditional contact management system we recommend that you use MailChimp. It's free to use and you can easily create a newsletter template that matches your website. MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform. As long as you've got fewer than 2000 subscribers across all lists in your account, you can send up to 12000 emails per month for free. However, it's good to consider a monthly fee, if just to remove MailChimp's badge from your campaign footers. The fee + service range: \$10-\$240/month.

AWEBER

Another non-CMS that can do the trick for those who are just starting out. Services include: subscription manager, html templates & professional email signup, auto-responder, analytics to track performance and readership, third party applications, and automatically create emails or newsletters from your newest blog posts. You can sign up for a free trial now for the first month, \$19/month thereafter.



Contact Management Systems

CONSTANT CONTACT

A popular non-CMS option that provides several services, including: email marketing with easy templates, adapts into various social media: twitter, Facebook, unique apps and integrations, etc. You can run promotions and offers on your Facebook page to increase business or collect donations; share videos; creates events, fundraisers, online meetings, webinars, conferences, tradeshow, and classes. You can sign up free for the first 60 days. Fee + service range: free-\$80/month

INFUSIONSOFT

A traditional and robust CMS. This is a sales and marketing automation software, and an all-in-one contact management system. Drag and drop to craft and publish landing pages and web forms that match your brand, capture leads and increase search engine rankings. Attract more visitors with built-in metadata and keyword fields. Visually map out your marketing strategy from start to finish. Create triggers based on timing, behavior or demographics to deliver the right message at the right time. Monitor everything about prospects in one place, including lead source, web activity, purchases and a whole lot more. Connect with online buyers through a professional storefront that showcases your range of products and subscriptions. Boost sales with targeted offers based on what you know about shoppers. Fee + service range: \$99-\$500+/month.

ONTRAPORT

This is an all-in-one CMS designed for information marketers, experts, and coaches. Integrates your contact management, payment processing, automated marketing, task management, affiliate management; builds simple and powerful platform for your growth. Automated multi-setup sequences. Sell your products and manage subscription payments easily; industry-leading email delivery tools and direct mail fulfillment. Collect all your prospect and client information in one online system. Bonus: wordpress integration. Fee + service range: \$79-\$597/month

INTEGRATING YOUR CONTACT MANAGEMENT SYSTEM WITH YOUR WEBSITE:

Once you have chosen a contact management system you will be able to generate a unique HTML code for your website or a “plug-in” that you can integrate in to your website. This code will show up as a box that has a field for a person’s name and email address. You will be able to customize the text above the fields to say either “Sign up for my newsletter” or it can be integrated in to your opt-in. This box will capture the contact information of people who are interested in the work you offer and once collected, you will be able to market to them.



Creating Your Support Team

BONUS 02

When you are starting out as a new business owner it's important that you have a team of quality people around you that you can go to for help and support when you need it. Depending on your goals and needs, you will need distinctly different team members.

Below are some key positions you should consider outsourcing to professionals.

AN ADMINISTRATIVE ASSISTANT:

WEB DESIGNER/DEVELOPER:

COPY EDITOR:

PROOFREADER:

BOOKKEEPER:

ACCOUNTANT:





5 Steps to Basic Computer Maintenance

There is a new term in the world of technology called “digital net worth.” Years ago, important material items such as photos, music (records and CDs), books, and notepads, lived on shelves. Fast forward to the present time. All of those same things live in the digital world. You can take them with you everywhere. This makes life much simpler. This is your digital net worth. Your computer is important for personal intellectual storage AND business. For this reason, it is one of the most important material objects we might own. It needs to be taken care of as such.

Most computer issues are a direct result of the user ignoring simple maintenance.

HERE ARE A FEW THINGS YOU CAN DO NOW TO KEEP YOUR COMPUTER HAPPY:

1. First and foremost **DO YOUR UPDATES IMMEDIATELY.** When updates pop up, it means a crucial update is ready. Why? Updates usually contain critical privacy enhancements and software needs, so keeping up with your system updates is the first step in maintaining your computer’s efficiency and protects against malware (viruses).
2. Turn your computer off every night. Why? When you create new documents, download material, organize folders, and change preferences, your computer system also needs to reorganize the “back end” of all of these changes. The startup process is very important for your computer (it’s a bit like sleeping and waking up). If your computer never gets turned off for a week, eventually it works at the same speed you do when you haven’t slept for a week.
3. Organize your hard drive, the “brain” of your computer. Do NOT use your desktop as a giant folder and a download “catch-all?” Read on.

Think of your computer’s hard drive as a big file cabinet that arrives brand new with folders called “documents,” “pictures,” and “music” inside. There is a reason these folders come inside your file cabinet, not on top of it. Your computer runs best when it knows where to look for your information. It is made to save to the hard drive – or inside your file cabinet.

When you need to find or open something, it wants to look in your file cabinet first. When you put a file on top of the file cabinet (your desktop), it has to quickly look through thousands of files before it looks on the desktop. As you save more and more to your desktop, the more your computer has to work to find information, and the slower it becomes.

Also, if your computer crashes, you have a better chance of recovering files in your hard drive rather than those saved to your desktop. Do yourself a favor. Organize files and folders in your hard drive where they belong.

CLEAR DESKTOP = CLEAR MIND. TIDY IT UP!



5 Steps to Basic Computer Maintenance

4. Clean your computer. This may seem like a simple idea, yet there are many computers out there with grubby screens and keyboards. That grub makes its way under your keys, and eventually the outside of your computer will reflect the inside of your computer. Keyboard covers are becoming more and more popular for the coffeehouse enthusiast. They prevent spills and can be easily washed for germs. Never spray anything directly on your computer. Always follow your manufacturer's recommendations and use a clean cloth (microfiber works great). If you don't have one already, think about a neoprene case or hard shell case for you laptop when traveling.
5. Back up your computer. This is so important that we've included an entire section to backing up!

NOTES:



Back Up Your Computer

People only fail to back up their computer once, because the first time this happens is always the last. Panic ensues and a backup solution is purchased. Be proactive and purchase or upgrade your backup system as soon as possible.

There are two primary ways to back up your computer:

- External Hard Drive
- Cloud backup

1. EXTERNAL HARD DRIVE

This is a little plastic box with a hard drive in it (like the one in your computer) that you can purchase online or at any major retailer. It plugs into the USB port of your computer. As a rule, always purchase a hard drive that is **TWICE** the capacity of your computer's hard drive. For instance, if you have a 500GB hard drive, purchase a 1TB (terabyte) external hard drive. Most backup programs (such as Apple's "Time Machine") backup incrementally and need the extra room. This means they do an initial backup of your hard drive and then they back up every change you make to your files. This is a great asset if you need to go back to an edit you did a month ago and didn't initially save it.

There are a variety of automated backup programs for Windows and Mac OS software solutions, but both Mac and Windows have a built-in solution that works great: Mac comes with "Time Machine" built in, and Windows has Windows Task Scheduler.

How it works: Plug the hard drive into your computer, go to your software solution and walk through the setup process. Your hard drive must always be connected to your computer to back up your system.



Back Up Your Computer

2. CLOUD BACKUP

Cloud backup has become an industry standard for businesses large and small. Major companies such as Apple, Google, and Facebook use cloud backup for their office systems.

There are two major companies to look into for Cloud backup:

- Crashplan
- Carbonit

These are the industry standard; do not settle for less. Crashplan even has a FREE plan if you are only backing up one computer. If you have more than one computer, there are a variety of solutions. Both even have apps to recover information and monitor your backup on an iOS (handheld) device such as an iPhone.

How it works: You set up your backup for hourly, daily, or weekly back up through a simple program you download from the company. The backup program runs in the background, so you never realize you are even backing up your computer. The data is sent, encrypted, to a major server facility over your Internet connection. This means the information is broken down into bits and pieces (like a puzzle) that don't fit back together to anyone except for the person with the pass code (you). This is a great solution for laptops for 24/7 back up as you don't have the external drive hanging off your computer.

Note: If you are a licensed medical professional with a home practice (psychologist, psychiatrist, etc) you are generally required to have on-site backup (external drive). Check your state for specific regulations. You can use cloud backup in addition to your external drive as a second backup solution.

In closing, a backup solution is imperative to the safe keeping of your important digital files. Computers crash. Information gets lost – forever. If you don't have a solution, the time is now.



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