

Five

INEXPENSIVE MUST-DO'S

WHEN YOU'RE JUST STARTING

(And Four More Expensive Must-Do's for Later)

TRANSFORMATIONAL BUSINESS LEARNING
WITH MARK SILVER AND HEART OF BUSINESS, INC.

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INEXPENSIVE MUST-DO'S WHEN YOU'RE JUST STARTING

(And Four More Expensive Must-Do's for Later)



MARK SILVER

*Fourth generation entrepreneur,
and master Sufi teacher.*

WWW.HEARTOFBUSINESS.COM



**FIVE INEXPENSIVE MUST-DO'S WHEN YOU'RE JUST STARTING
(AND FOUR MORE EXPENSIVE MUST-DO'S FOR LATER)**

By Mark Silver

*May the peace and love and mercy and justice
of the Real be upon all of the holy prophets,
guides, knowers, teachers, and each one of us
and all of our hearts, so that we may become
of the family of the Real.*

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*In the Name of the One, the Infinitely Merciful,
the Most Tenderly Compassionate, this book is dedicated
to the Face of the Real.*

*Anything of the Truth that is written here has come from the
One, and any mistakes or omissions are from myself.*



Five Inexpensive Must-Do's When You're Just Starting (And Four More Expensive Must-Do's for Later)

“I’m just starting out. I have no money, and I’m wondering what are five things I can do to get my business started.”

There it is, glistening on the monitor. The most fundamental of business questions in the most usual of situations.

You can hear the pain in it, can't you? And the inspiration and excitement. It's like a whole epic trilogy in two sentences.

There's bad news and there's good news. And there are five things.

First The News

*B*ad news is that I hope the person didn't mean literally “no money.” We've been trained over the last five years to think of everything as free, but it ain't. Some things cost.

The good news is it costs a LOT less than it did, and you can get started quite easily.

Now The Five Things

Most new business owners skip over these five, but don't. They are the stripped-down essential things you must do to make it.

1. Who and What

Ideally you want to know who you are trying to reach and what problem you solve for them. This is possibly the most challenging question in business, and the one most people avoid. For someone new, it can be extremely challenging.

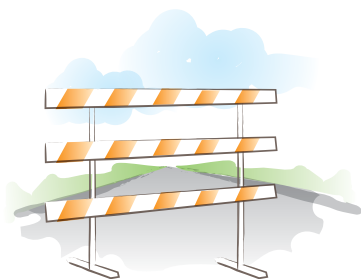
So keep it sloppy. Keep it a little vague. But still, dig in. Try our ***How to Say What You Do In One Compelling Sentence*** video course (the first lesson is free). You can find it here:

» www.heartofbusiness.com/training-programs/say-what-you-do/first/

2. Selling the Destination

When you're new in business, you don't realize that what your selling actually looks like a roadblock to your potential clients. Don't make it a roadblock. Sell them something they actually want to buy. It makes it all much easier. Here's an article all about it:

» www.heartofbusiness.com/2011/the-underlying-reason/



③ Ever-Widening Circles



When you are excited to get started, you tell everyone. Which includes your mom, your dad, your friends, your partner, your kids, your dog, your cats. It gives you a reason to finally return that tupperware you've been hoarding.

And then....crickets. Who else? You've got widen your reach. Oh no! Does this mean <dramatic pause> networking?

Hold up! Slow down! Networking doesn't have to be a drag. In fact, it can be amazingly heart-centered. Here are our tips:

» www.heartofbusiness.com/2008/networking-is-a-drag-2/

④ Getting Hired



It's one thing to have someone politely curious. It's another thing to have someone really interested. It's a third thing to have them actually hire and pay you.

You need to know how to hold a heart-centered, ethical, focused sales conversation. Your clients will appreciate it, and so will you. Otherwise you'll just wonder why everyone keeps telling you "I'll think about it" and then you never hear back. Here's more on how to have that conversation:

» www.heartofbusiness.com/2011/potential-clients-to-hire-you/

⑤ The Website

You need a website. It doesn't have to be fancy or expensive. But you need one. If people go looking for you and can't find you online, for many people you don't exist.



If you aren't able to do this on your own, this is one place you'll want to spend a little money. And by "a little money" I don't mean \$25, but I also don't mean \$4000.

You want your business to bring in enough money for you to live on, tens of thousands of dollars a year or more, right? Give it a solid home that actually works.

Three things involved.

- **What to write on it.** Check out this article: *So, what in the heck does go on your home page?*
» www.heartofbusiness.com/2006/what-in-the-heck/

(And if you want more, here's a link to Creating Heart-Centered Websites:
» www.heartofbusiness.com/training-programs/heart-centered-websites/

- **Getting the site built.** You can hire www.websitesforhippies.com, or Adam (www.brightcoconut.com), or any number of other people.
- **Collecting email addresses.** Two trusted services: one is Aweber, the other is MailChimp. There are yet others. It costs about \$20/month. Please, please, please do not collect email addresses manually.
Use an autoresponder service.

Your site should make it easy to collect email addresses.

Not So Expensive or Overwhelming

If you know who you're reaching, offering something they actually want, expanding your circle of influence, and know how to hold a sales conversation and get paid, then you've got the basics. Add a modestly significant investment in a website and an autoresponder, and you're on your way.

It may cost you a little in training and education, but really, it's not so expensive to get your business going.

Where It Gets More Expensive

*I*t does get more expensive, but not absurdly so. If you've been doing these five things, and kinda-sorta making it for awhile now, you may be worried how long you can tread water at this rate.

This requires more investment. To get from treading water to really thriving, you probably need to:

Increase the effectiveness of what you're already doing.

Educate yourself! Take courses! Get a coach!
Get a mastermind group and get honest feedback!

Increase the number of systems you're using.

Chances are you're doing a bunch of stuff manually, re-inventing the wheel, and making things much harder than they need to be. Invest in systems and tools, which will cost you money, usually on a monthly basis. You may even end up hiring some administrative help.

Amp up your marketing.

You may need to be reaching a whole lot more people so you can relax a bit on trying to keep a steady flow of clients and cash.

Look better.

Professional design? Professional photography? Beautiful web design? It may be time to stop the home-grown DIY look and step into representing the quality that you are bringing to clients.



People Get These Backwards

The trouble is that most people just starting their businesses skip over the first five steps and go directly into the four more expensive points above. And most people who have been in business for awhile do indeed feel like they are treading water, but are so in the habit of DIY that they avoid getting the help they need with those four must-do's for later.

Don't do that. Don't over-invest in your business when you start. And don't under-invest in your business when it's time to stabilize it and get it going.

There you go. A complete business development plan.

Perfection

IS A QUALITY OF THE

DIVINE

*A*nd we're only human. Although we have edited this workbook, bugs, problems, mistakes, typos, and all sorts of things can slip through despite our best efforts.

If you have a question, issue, find a problem or what looks like a mistake, let us know! It's only through each other that we can hope to experience the true Essence of the Divine, and, in the process, produce excellence.

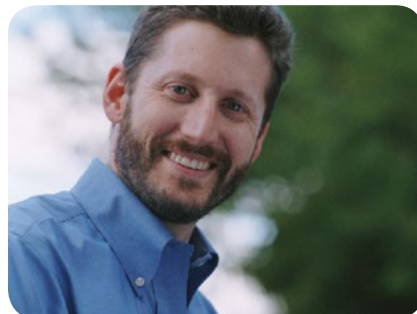
Drop us a line at:

» www.heartofbusiness.com/contact-us

About the Author

Mark Silver, M.Div, is a fourth-generation entrepreneur, tracing his entrepreneurial spirit all the way back to his great-grandmother who ran a stocking factory in turn-of-the century Poland. Running businesses is in his blood.

After running a magazine, a distribution business, a graphic design firm, and working as a paramedic, his spiritual journey connected with his journey in business. He now integrates more than 5000 years of spiritual tradition with down-to-earth business practices.



Mark now heads up the team at Heart of Business. Since 1999, together they've worked with thousands of entrepreneurs, self-employed, and small business owners, in the areas of money, marketing, systems, and just plain doing well in business. His writing and teachings are followed by people in small businesses around the globe.

One of his earliest forays into business systems was a meticulous inventory of his Hallowe'en candy at age 8. The upside was that it prevented previously untraceable loss (his parents could no longer sneak chocolate). The downside was that he was more attached to counting than to eating, and still had some candy, long since stale, remaining next August.

When he isn't heading up the team of practitioners at Heart of Business, he loves spending time with his wife Holly and twin sons Sam and David, and enjoying life at an ecovillage just south of Ithaca, New York.

He invites you to share what Heart of Business, Inc. has given you by recommending our free workbook, *Getting to the Core of Your Business*, to your friends and colleagues. They can find it online:

» **www.heartofbusiness.com**

*When you find the love, you find yourself.
The secret is in the love. You are the love, not another.
Everything is in the love, and everyone needs the love.
If you find this, what more could you want?
The jewels are inside you.*

SUFI SHAYKH SIDI AL-JAMAL AS-SHADHULI



Every act of business can be an act of love

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