



# Business Tips for Success: Starting Up and Maintaining

with Ke'Ira Lewis



# Welcome!

This Workshop  
Presented By



# Welcome!

Please introduce yourself – verbally or in the Chat Box:

- Name – first and last names
- New idea or currently in business?
- What can you tell us about your idea or business?
- Why are you attending this workshop?
- What do you want to get out of this workshop?



# Identifying Yourself

Please be sure your first and last name are on your screen.

✓ If not, please rename yourself to the name with which you registered. This is the only way credit is received for participation.

✓ To RENAME

1. Click the "Participants" icon in the Zoom toolbar.
2. In the Participants window, either tap your name, or next to your name click "More," and choose "Rename"
3. Enter a new name and click "Rename" to save it for that meeting.
4. The new name will show in the Participants window.



# Introducing SCORE

- Nationwide volunteer association
- Resource Partner of Small Business Administration (SBA)
  - Note: SBA does not lend money – they guarantee bank loans
- Nationally, 240+ chapters
- Approximately 10K volunteers
- St. Louis Chapter #0021 – 65+ volunteers
  - And we're all here to help you succeed!



# Tips for Workshop Success

- We encourage you to participate and turn your camera on
- Feel free to ask questions via audio, video or chat box
- We want your feedback: [ch.admin0021@scorevolunteer.org](mailto:ch.admin0021@scorevolunteer.org)
- Please mute yourself when you are not speaking to avoid background noise
- To encourage participation and engagement, this program will NOT be recorded
- We'll share all slides following the workshop
- Networking is okay; solicitation of attendees is not!





FOR THE LIFE OF YOUR BUSINESS

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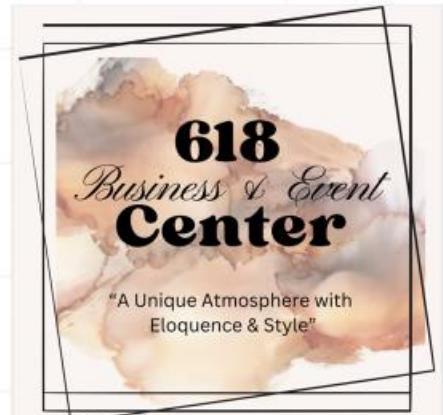
**St. Louis**  
Bi-State Region

Now we turn to our  
workshop  
presentation.



# Serial Entrepreneur Spouse Mom Fur-Mom Mentor

Etc. Event  
Planning  
&  
*Marketing*  
LLC.



# Today's Focus

- Elements to starting a business
- How to maintain a business for continual growth and success

# #1: Develop an entrepreneurial mindset (way of thinking)

- The decisions you make
  - Tough, uncomfortable, yet best for you and the company
  - Will you remain corporate or self-employed FT
- Individuals that you surround yourself around
  - Like-minded individuals
- Practice intentionality
  - With people
  - With what's best for your company
  - With what you place your focus on
  - With your day-to-day
    - Schedule and calendar

WHO'S ON  
YOUR

# PERSONAL BOARD

## PEER

Who inspires you with fresh ideas?  
Who motivates you to make a difference?  
Who validates your work?

## CHEERLEADER

Who encourages you?  
Who listens while you vent? Who gets you back on track when needed? Who can you be yourself with?

Everyone needs a team of people, a **Personal Board** (PB), who can provide support throughout their life. These are the people you can call on when faced with day-to-day decisions, crossroads and challenges or just to lend an ear. You might ask for their insight on your ideas, their point of view or for feedback and encouragement. The members of your PB don't necessarily know they're on your board and you don't necessarily call all of them every time you need advice. However, having a PB can be critical to your success and your mental wellbeing.

When choosing your

- Listen & inspire
- Have time for you
- Provide mutual respect
- Are open & honest
- Ask questions that make you think
- Are genuinely interested in seeing you succeed

YOU

WHO ARE THE  
PEOPLE THAT  
HOLD YOU UP?

Who challenges you to become a better you? Who helps you work out what you'd like to do and how you'd like to get there?

## CAREER COACH

Who at a senior level supports you? Who's influential? Who offers guidance or advice? Who suggests resources to help you develop?

## MENTOR

Who can introduce you to others in your profession or industry? Who broadens your network?

## CONNECTOR

Who encourages your health and wellbeing? Who makes sure you are taking care of yourself?

## WELLNESS COACH



## #2: Identify your calling

- Does this business speak to my passion and purpose
- Am I ready to operate as a career
  - Mentally, physically, and financially
    - Be sure to include your immediate family in this decision
    - Am I open to developing an entrepreneurial mindset
  - Is this just a side gig that highlights my hobby
    - Do as you please/work as you please



## #3: Name Your Company

- How does the public identify that it's you
- Make it unforgettable
- Avoid confusion



## #4: Develop a Slogan

- Also known as:
  - Catch-phrase
  - Tag-line
- Needs to catch the audience's attention
  - Is remembered the most than your company's name
- Is derived from your company's mission
- Should accompany your company's name

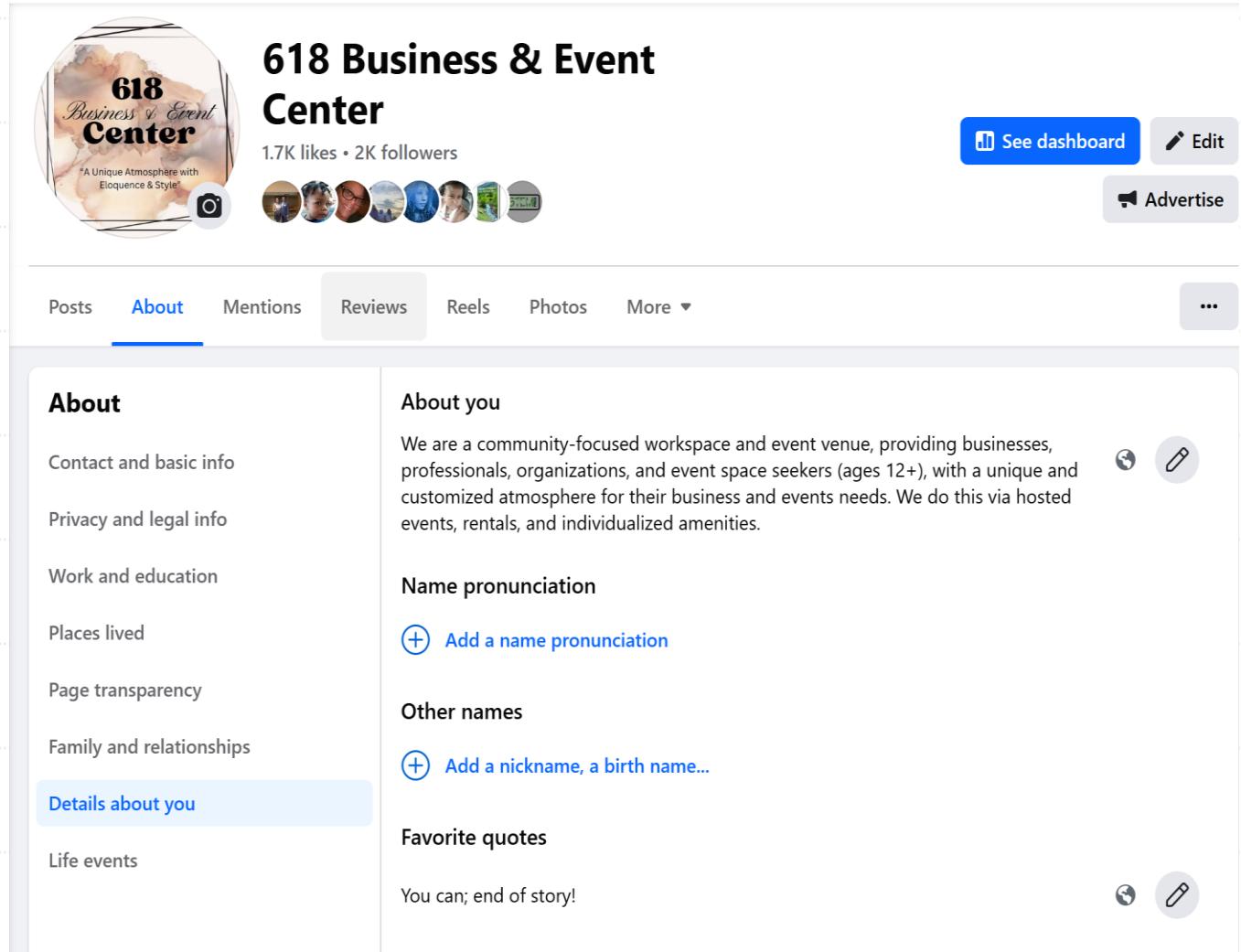


# #5: Create a Logo

- Should be eye-catching
- Speaks to your company's name and slogan
- Should accompany your business name and slogan
  - “love triangle”
  - advertisement

# #6: Develop a mission statement

- Make it brief with the important
  - Who you are
  - What you do
  - Who you do it for
  - How you plan to do it
- This is your company's driving force
  - Your “why”



The screenshot shows a Facebook page for "618 Business & Event Center". The page header includes a profile picture, the page name, 1.7K likes, 2K followers, and buttons for "See dashboard", "Edit", and "Advertise". The main content area has tabs for "Posts", "About", "Mentions", "Reviews", "Reels", "Photos", and "More". The "About" tab is selected, showing sections for "About" (Contact and basic info, Privacy and legal info, Work and education, Places lived, Page transparency, Family and relationships) and "About you" (Name pronunciation, Other names, Favorite quotes). The "Details about you" section is highlighted. The "About you" section contains the following text: "We are a community-focused workspace and event venue, providing businesses, professionals, organizations, and event space seekers (ages 12+), with a unique and customized atmosphere for their business and events needs. We do this via hosted events, rentals, and individualized amenities." There are also buttons to "Add a name pronunciation" and "Add a nickname, a birth name...". The "Favorite quotes" section contains the text "You can; end of story!".

# #7: Establish a Business Email Address

- Provides company legitimacy
- Eliminates overlooking important messages
  - Separation from personal emails
- **CHECK YOUR SPAM**
- Develop an email-checking schedule
- Utilize email features
  - Away messages
  - Pre-scheduled tools
  - Content separation
    - Primary
    - Promotions
    - Social



## #8: Establish a **BUSINESS** bank account

- Provides an understanding for profit and loss
- Shows and proves your credit worthiness
  - Relationship establishment with institutions
  - Displays legitimacy to 3<sup>rd</sup> parties
- Personal and professional asset separation

# #9: Obtain appropriate business licensing

- State registration
  - City permits
- EIN #
- Industry licensing
- No more paying under the table
  - W9
    - Contractor or freelancer
    - Income over \$600
  - 1099
    - Reporting non-employment income
      - Interest earned from financial institution
      - Income received from work performed over \$600 during the year
  - W2
    - Issued to your employees
  - Get rid of “the man is watching” mentality
    - Take advantage of business tax breaks



# #10: Develop a business plan

- Helps with determining how to establish your company
- Is the blueprint for your business
  - Provides structure
- Assists with creating strong relationships with clientele, community, vendors, your team, etc.
- Should be reviewed and updated quarterly to yearly
- Two types of plans
  - Basic (mission statement, details about your products/services (to include the type of problem(s) it will solve), description of your team (or you as the owner), business operation (to include an idea of funds needed), your place in the market, your ideal client, sales and marketing, and contingency plan)
  - Formal (includes everything from a basic plan, along with analytical reporting)

# #11: How to Maintain- Find your village

- Surround yourself around like-minded individuals
  - This is not necessarily your family and friends
- How often are you networking
  - EVERY engagement is a networking opportunity
    - Intentionality
- How are you networking
  - Social media
  - Business groups
- Do you have a mentor
  - Collaboration over competition

# 5 People to Surround yourself with



The Inspired



The Motivated



The Open-Minded



The Passionate



The Grateful

# #12: Stay knowledgeable (keep learning)

- You're NEVER too experienced to learn
  - Workshops/Webinars
  - Conference/seminars/summits
  - Business programs
    - SBA
    - SCORE
    - Chamber
- Take advantage of available tools and resources
  - Grants
    - State
    - Minority
    - Veteran
    - Gender
    - Industry
  - Scholarships
    - Business courses
    - Free services
      - Clinics
      - Mentorship

# Common Perceptions about Independently-Owned Businesses

- Unprofessional
- Lack of communication
- Product isn't of good quality
- Overpriced
- Illegitimately operated





## Today's Take-Away

- Recognize if this idea should be a side-gig or career
  - Your structure depends on this
- Get rid of the “man’s watching” mentality
  - GET LEGIT
- A village is NECESSARY
  - You can’t do business alone
  - Collaboration = Growth
- You’re NEVER too good
  - Stay knowledgeable
- STAY OUT OF THE BOX
  - Practice ethics
  - Offer quality
  - BE INTENTIONAL

# Questions??





# BUSINESS TIPS FOR SUCCESS: **ORGANIZATION**



# Ke'Ira Lewis

*“One woman of many services”*

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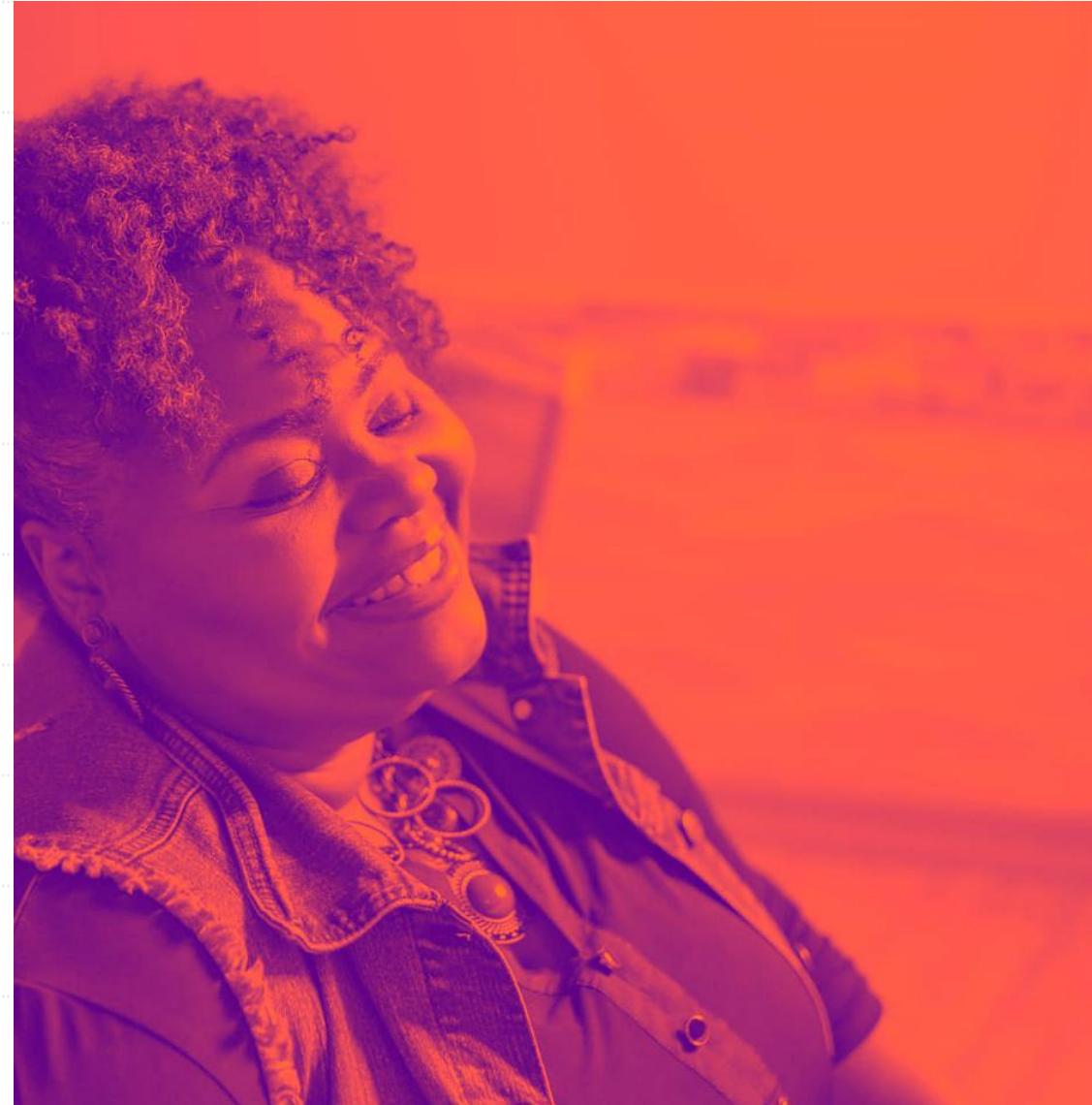
Facebook: Ke'Ira Lewis

Instagram: @iamkdl83

LinkedIn: Ke'Ira Lewis

If you don't go after  
what you want,  
you'll never have it.  
If you don't ask,  
the answer is always no.  
If you don't step forward,  
you're always in the  
same place.

Nora Roberts



# Sharing Feedback and Connecting

- Complete the Evaluation Survey
  - After the workshop, you should receive an email with a link to complete a short survey
  - We appreciate your feedback; it helps us improve the workshop experience.
- Contact SCORE to be assigned a mentor:
  - Online: <https://www.score.org/stlouis>





# Thank you!

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Bi-State Region

