



Now what do I do?

Business Basics

Hello

my name is

Kathy Cluxton-CEO, 4Wall - Kcluxton@4wall.com

Karrie Keyes-Executive Director, Soundgirls.org -
soundgirls@soundgirls.org

Liberty Bock- VP Business Development, 4Wall - Lbock@4wall.com

Lindsay Desautels-VP of Human Resources, 4Wall –
Ldesautels@4wall.com

Drew Quinones-Social Media Guru, 4Wall - Dquinones@4wall.com



I live in constant fear of accidentally mentioning something I only know about you because I've stalked you on the internet.



your  cards
someecards.com

Monitor
your
Accounts or
Start a New
One



My boss sucks. She's late on giving me information, then I get blamed for sending out late emails.

23 hours ago via [txt](#)



Cella
@Cella_

Ew I start this f██k ass job tomorrow 🖐️🖐️🖐️🖐️🖐️🖐️🖐️

2/6/15, 11:43 PM



Mrs. Hodges
@Kree49

Follow

I already wanna stab some kids. Is that bad? 19 more days.

Newark, CA

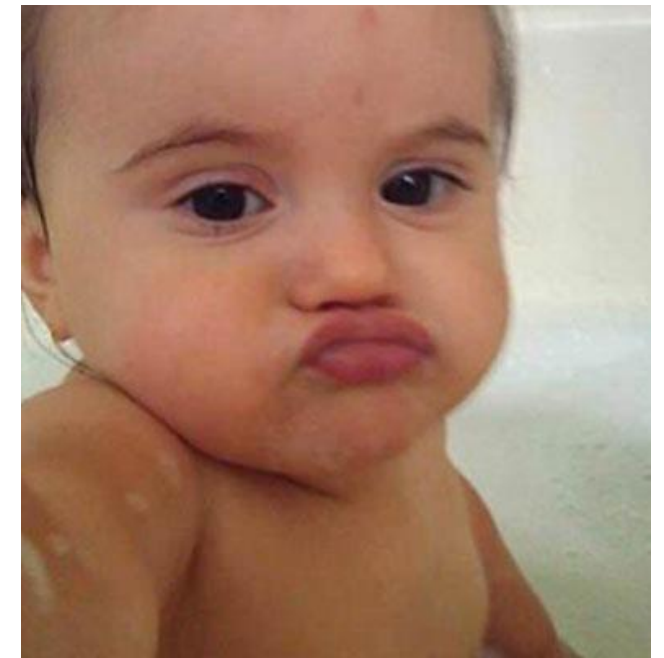
Reply Retweet Favorite More

FAVORITE

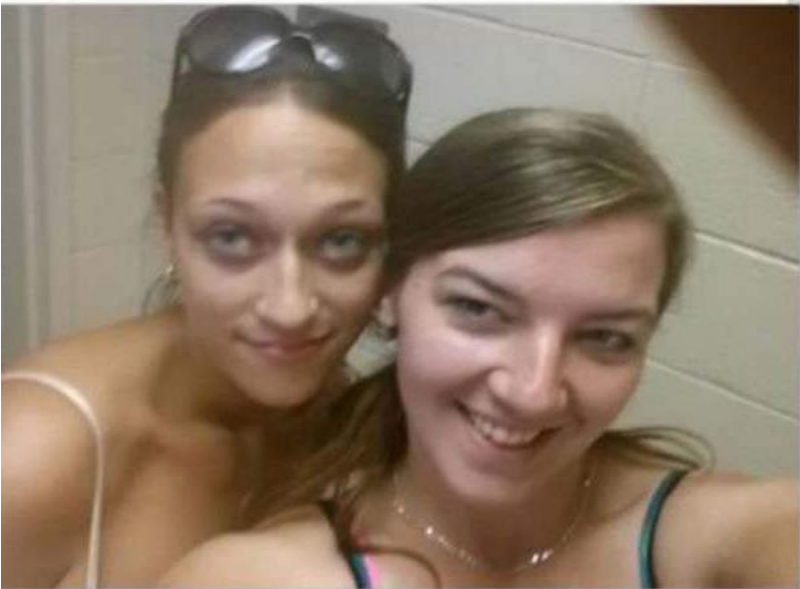
1

Hide or Delete Any Inappropriate Posts

Streamline your selfies



██████████
██████████ 7 minutes ago 🧑🏻
Me and ██████████ in the ██████████ county jail facility.






Deactivate Old Accounts

Add the Right Photos

**41% of Recruiters Judge Your
Photo Before Ever Meeting You**



Secure Names and URLs

 **Edit URL**

Personalize the URL for your profile.

www.linkedin.com/in/brendabernstein

Note: Your custom URL must contain 5-30 letters or numbers. Please do not use spaces, symbols, or special characters.

{ YOUR NAME HERE }



Check what is out there already before naming your business

Post Industry-Related News, Quotes, or Articles




EMPOWERING THE
NEXT GENERATION OF
WOMEN IN AUDIO

prosoundnetwork.com/business/top-pro-audio-exhibitors-talk-namm-2020-part-2

Locality - Login GP GoGlobal BG & DT Recruiting HR-Related Benefits Access Other eFileCabinet Halogen

BUSINESS RECORDING LIVE POST & BROADCAST GEAR & TECHNOLOGY BLOGS

HOME > BUSINESS



Top Pro Audio Exhibitors Talk NAMM 2020, Part 2

Leading pro audio brands give insight into their return to the NAMM show this year

DANIEL GUMBLE · 4 DAYS AGO

[Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

Following the introduction of its dedicated pro audio section three years ago, the industry has taken to NAMM like never before. PSNEurope hears from some of this year's top exhibitors about the show's ever-growing appeal to newcomers and what keeps existing attendees coming back for more...

<https://www.themuse.com/advice/the-75-best-twitter-accounts-to-follow-for-your-career>



Follow
Inspiring
People
and
Companies

Google

yourself

- yourself
- yourself or someone like you
- yourself as someone else lyrics
- yourself quotes
- yourself or your self
- yourselfs
- yourself myself
- yourself as someone else
- yourself synonym
- yourself or you



Google yourself



Resume Building



How long does an employer take to review a resume?



Answer-Based on CareerBuilder Survey

- **17%**- Hiring managers spend an average of 30 seconds or less
- **68%**- Hiring managers spend less than 2 minutes

1. Visible Typos

Facts

- 77% of hiring managers disqualify resumes with typos or bad grammar

Fix

- Give your resume a once-over
- Ask a peer to review before submitting



2. Your email address is burpmaster69@Hotmail.com

Facts

- 35% of employers will disqualify candidate based off the unprofessional email address

Fix

- Sign up for a new email account
- Email can have a variation of your name

3. No Visible Results

Facts

- 34% of hiring managers want to see quantifiable results

Fix

- Consider professional achievements and attach numbers that are significant
- EX: Number of touring gigs in a year

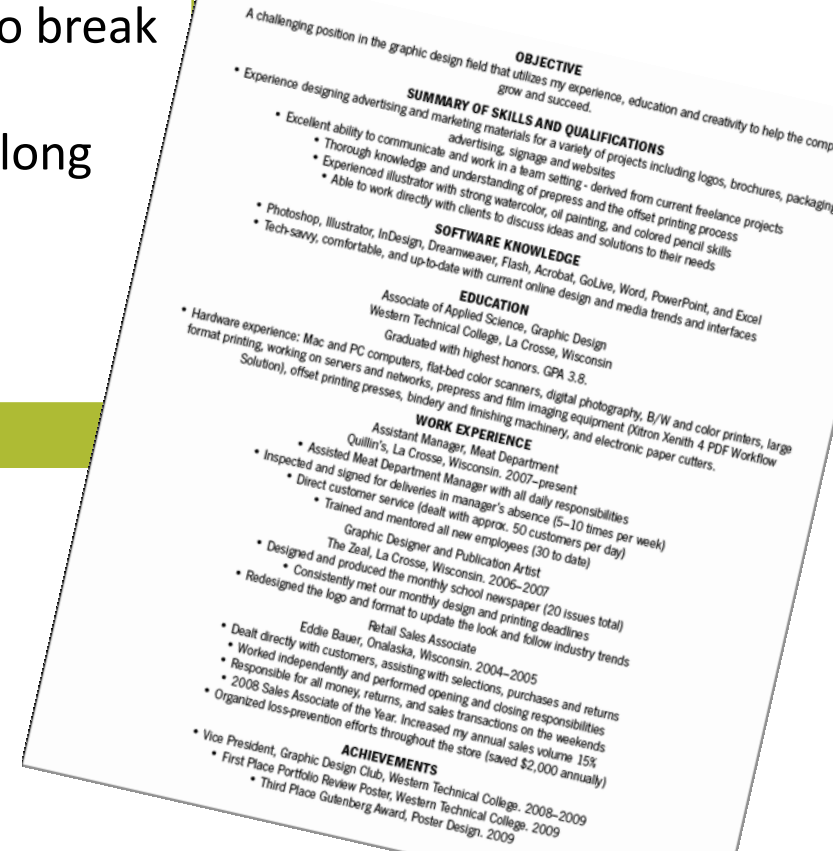
4. Resume is hard to read

Facts

- 25% of hiring managers will overlook resumes that are difficult to read at first glance

Fix

- Break your resume into sections with work history and use bullets to break up the text
- Do not submit a resume with long paragraphs



5. Resume looks generic (Template, Verbiage)

Facts

- 18% of hiring managers will immediately send candidates to the “No” pile

Fix

- Analyze job description and add the key words that match the skill set the employer is looking for

QUALIFICATIONS SUMMARY

- 10+ years professional experience as a NYC freelance theatrical stagehand.
- Field trained Electrician, Rigger, Carpenter (installation / fabrication).
- Proven literacy of lighting plots and scenic designs/elevations.
- Client-Facing, efficient and resourceful AF.
- Clear, concise and refreshingly upfront. #NotADickThough.

PROFESSIONAL EXPERIENCE:

Bingo's Island, NYC, NY

6. Too much information

Facts

- 17% of hiring managers believe that 2 pages is too long

Fix

- Try to condense resume to one page or concentrate the work experiences that relate to the position towards the top
- Keep it relevant and recent

JANE DOE

1234 Some Street • City, ST 12345 • (123) 456-7890 • janedoe@domain.com

PROFESSIONAL PROFILE

Customer service oriented professional who ensures smooth patient flow by providing prompt attention to pulling patient charts and necessary medical records, gathering accurate billing and financial information, and reviewing intake materials for accuracy and completeness.

- Work history includes 3+ years of healthcare industry experience.
- Maintains confidentiality and complies with Health Insurance Portability and Accountability Act (HIPAA).
- Well-organized, manages time and priorities in multi-task environments.
- Experience in Microsoft Office Suite (Word, Excel, and PowerPoint).
- Certified in CPR.

KEY QUALIFICATIONS

Medical Terminology • Patient Processing • Release of Information • Meaningful Use
Electronic Health Records (EHR) • Electronic Medical Records (EMR)
Medical Billing • Medical Records Management • Patient Registration • Introduction to ICD-10-CM Coding
Phlebotomy / Venipuncture • Finger / Capillary Sticks • Vital Signs

EDUCATION

Ultimate Medical Academy | Diploma - Medical Administrative Assistant, 2017
County Healthcare Institution - City, ST | Diploma - Phlebotomist, 2013

WORK EXPERIENCE

City Clothing - City, ST 11/2013 - Present

Cashier / Customer Service Associate

- Serve as direct point of contact, greet customers, answer inquiries, and deliver excellent customer service with a positive, professional attitude.
- Operate cash register, accept payments, stock shelves, and process returns and exchanges.
- Ensure accuracy of cash drawer and keep work area clean and organized.
- Resolve customer issues, work as part of a team, and go above and beyond to ensure quality service.

County Primary Care - City, ST 01/2010 - 10/2013

Certified Phlebotomist

- Drew blood specimens by performing venipunctures and finger sticks.
- Prepared specimens for laboratory testing.
- Ensured specimen integrity by using aseptic techniques, following department procedures, and observing isolation procedures.
- Maintained collection logs, and upheld quality results by following department procedures.

VOLUNTEER EXPERIENCE

Local Preschool - City, ST 01/2014 - 01/2017

Teacher Assistant

- Assisted the classroom teacher in the general supervision and management of the children and the implementation of the daily program.
- Remained sensitive to the needs of others and related well with children and co-workers.

OBJECTIVE

A challenging position in the graphic design field that utilizes my experience, education and creativity to help the company grow and succeed.

SUMMARY OF SKILLS AND QUALIFICATIONS

- Experience designing advertising and marketing materials for a variety of projects including logos, brochures, packaging, advertising, signage and websites
 - Excellent ability to communicate and work in a team setting - derived from current freelance projects
 - Thorough knowledge and understanding of prepress and the offset printing process
 - Experienced illustrator with strong watercolor, oil painting, and colored pencil skills
 - Able to work directly with clients to discuss ideas and solutions to their needs

SOFTWARE KNOWLEDGE

- Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat, GoLive, Word, PowerPoint, and Excel
- Tech-savvy, comfortable, and up-to-date with current online design and media trends and interfaces

EDUCATION

Associate of Applied Science, Graphic Design
Western Technical College, La Crosse, Wisconsin
Graduated with highest honors. GPA 3.8.

- Hardware experience: Mac and PC computers, flat-bed color scanners, digital photography, B/W and color printers, large format printing, working on servers and networks, prepress and film imaging equipment (Xitron Xenith 4 PDF Workflow Solution), offset printing presses, bindery and finishing machinery, and electronic paper cutters.

WORK EXPERIENCE

Assistant Manager, Meat Department

Quillin's, La Crosse, Wisconsin. 2007-present

- Assisted Meat Department Manager with all daily responsibilities
- Inspected and signed for deliveries in manager's absence (5-10 times per week)
- Direct customer service (dealt with approx. 50 customers per day)
 - Trained and mentored all new employees (30 to date)

Graphic Designer and Publication Artist

The Zeal, La Crosse, Wisconsin. 2006-2007

- Designed and produced the monthly school newspaper (20 issues total)
 - Consistently met our monthly design and printing deadlines
- Redesigned the logo and format to update the look and follow industry trends

Retail Sales Associate

Eddie Bauer, Onalaska, Wisconsin. 2004-2005

- Dealt directly with customers, assisting with selections, purchases and returns
- Worked independently and performed opening and closing responsibilities
- Responsible for all money, returns, and sales transactions on the weekends
- 2008 Sales Associate of the Year. Increased my annual sales volume 15%
- Organized loss-prevention efforts throughout the store (saved \$2,000 annually)

ACHIEVEMENTS

- Vice President, Graphic Design Club, Western Technical College. 2008-2009
 - First Place Portfolio Review Poster, Western Technical College. 2009
 - Third Place Gutenberg Award, Poster Design. 2009

Freelance Experience

Production Manager

04 NBA All Star Weekend Los Angeles	Los Angeles Convention Center	Producer: Rudy Crew	Director: Marie Hack
Opening Night - San Antonio Spurs	SBC Center - San Antonio, TX	Producer: Rudy Crew	
03 NBA All Star Weekend Atlanta	Georgia World Congress Center	Producer: Rudy Crew	Director: Milton Lage
City of Philadelphia 2002 July 4th Celebration	Philadelphia Art Museum Steps	Clear Channel Entertainment	
02 NBA All Star Weekend Philly	Pennsylvania Convention Center	Producer: Rudy Crew	Director: Milton Lage
City of Philadelphia 2001 July 4th Celebration	Philadelphia Art Museum Steps	Clear Channel Entertainment	

Script Supervisor

03 NBA Europe Games	Barcelona, Spain / Paris, France	Producer: Rudy Crew	
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Production Coordinator

Comedy Central Roast of Denis Leary	Hammerstein Ballroom, NY	Producer: Michele Armour	Director: John Fortenberry
03 Grammy Awards - Amex Viewing Party	Paramount Theater, NY	Producer: David Stallbaumer	Director: Eve Adair
03 Tribeca Film Festival - Amex Events	Embassy Suites Hotel, NY	Producer: David Stallbaumer	
Rolling Stones	Veterans Stadium, PA	Clear Channel Entertainment	

Script Coordinator

03 US Open Arthur Ashe Kids Day	Flushing Meadow, NY	Producer: Tony Salerno	Director: Tee Scatuorhicio
03 Daytime Emmys - Red Carpet Special	Radio City Music Hall, NY	Producer: Allen Newman	Director: Manny Rodriguez
24th Annual Sports Emmy Awards	The Marriot Marquis, NY	Producer: George Greenberg	Director: Jeff Winn
02 US Open Arthur Ashe Kids Day	Flushing Meadow, NY	Producer: Tony Salerno	Director: Tee Scatuorhicio

Talent Coordinator

03 Victoria's Secret Fashion Show	26th St Armory, NY	Producers: Ian Stewart	Director: Hamish Hamilton
"A Capitol Fourth"	Capitol Lawn, Washington DC	Producers: Walter Miller/ Jerry Colbert	Director: Paul Miller
National Memorial Day Concert	Capitol Lawn, Washington DC	Producers: Walter Miller/ Jerry Colbert	Director: Paul Miller
02 Victoria's Secret Fashion Show	26th St Armory, NY	Producers: S. Schreiber/ M. Seabury	Director: Bruce Gowers

Assistant Production Coordinator

Ellen Degeneres "Here and Now" on HBO	Beacon Theater, NY	Producer/Director: Joel Gallen	
ABC 50th Anniversary Celebration	Pantages, Theater. CA	Producer: Don Mischer	Director: Glenn Weiss

Production Associate/Assistant

Vh1 Divas: Las Vegas	MGM Grand Arena, NV	Producers: Greg Sills, Paul Flattery	Director: Louis J. Horvitz
Vh1 Revlon Breast Cancer Benefit	Hammerstein Ballroom, NY	Producers: Lee Rolontz	Director: Dave Diomed
Vh1 Vogue Fashion Awards	Hammerstein Ballroom, NY	Producers: Michael Levitt/ Angela Fairhurst	Director: Larry Jordan

National Tours

Dave Matthews Band Summer 2000	Employed by: musictoday.com		
HORDE Festival 1998	Employed by: Yahoo!		

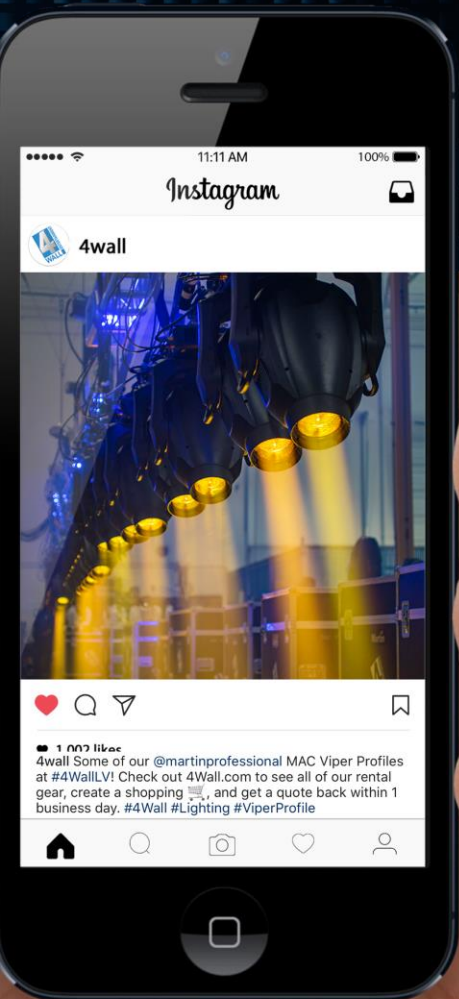
Staff Experience

2000-2001	Tiffany & Compnay	King of Prussia, PA	Customer Service , Merchandising
1999-2001	Clear Channel Entertainment Philadelphia (formerly Electric Factory Concerts)		Assistant to Head of Production

Education

1998-2001	Villanova University	Villanova, PA	Bachelor of Arts in Communication
1997-1998	Carnegie Mellon University	Pittsburgh, PA	Completed first year in College of Humanities and Social Sciences
1994-1997	Wooster School	Wooster, CT	Received Academic Degree in Honors Curriculum
1993-1994	North Salem High School	North Salem, NY	Completed first year

USING SOCIAL MEDIA FOR YOUR BUSINESS



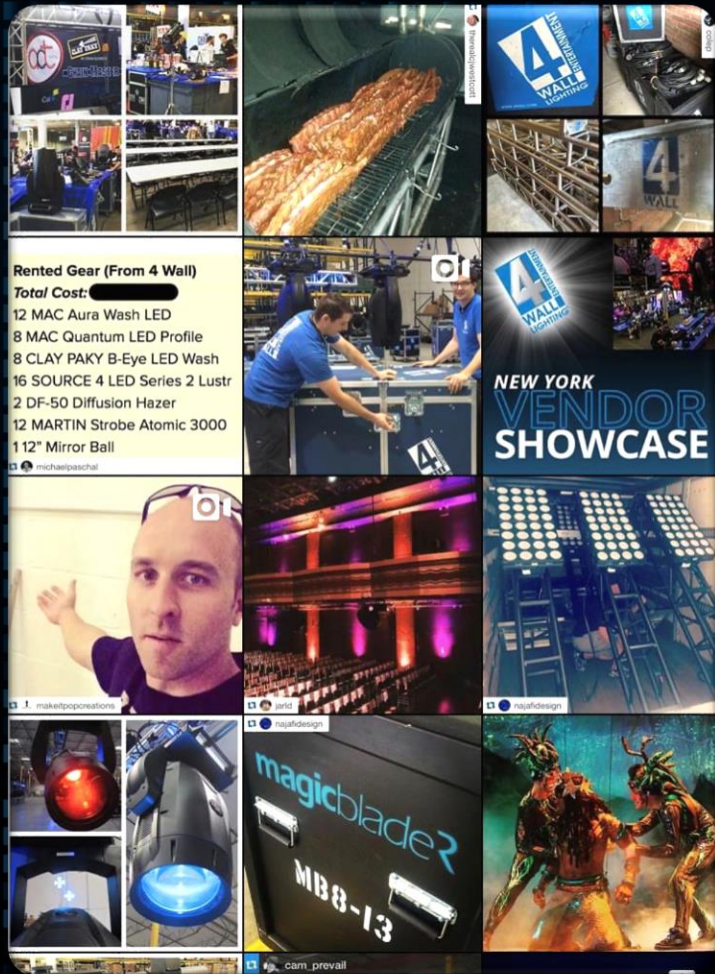
DREW QUINONES
CONTENT MANAGER

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORMS FOR YOUR BUSINESS

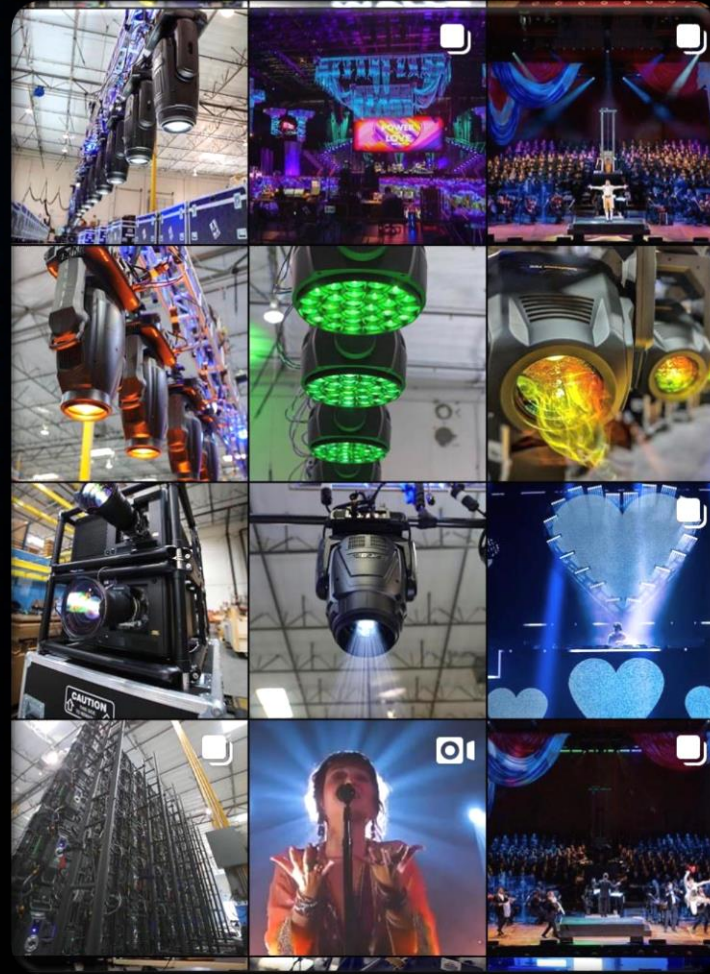
						
USER INFO	1B users/mo. Most female Most 16-25yrs.	2.3B users/mo. Most female Most 18-49yrs.	1.9B users/mo. Most male Most 18-49yrs.	326M users/mo. Most male Most 18-29yrs.	321M users/mo. Most female Most 18-34yrs.	260M users/mo. Most male Most 18-40yrs.
PURPOSE	Sharing stories, videos, images, messages and live stream	Sharing video, images, links, live stream and messages	Sharing video content, live streaming.	Sharing links and short messages	Sharing temporary images and videos	Sharing links, messages, networking and job search
BEST FOR	Natural-looking media, showcase brand, lead gen	Brand awareness and advertising	Brand awareness, entertainment, how to's	Public relations, customer service	Brand loyalty, content awareness	B2B relationships, business development

SOCIAL MEDIA STRATEGY

2015 Screenshot



2020 Screenshot



CORE VALUES

- 👉 SUPERIOR QUALITY
- 👉 CUSTOMER FOCUSED
- 👉 INDUSTRY EXPERIENCE

SOCIAL MEDIA TIPS

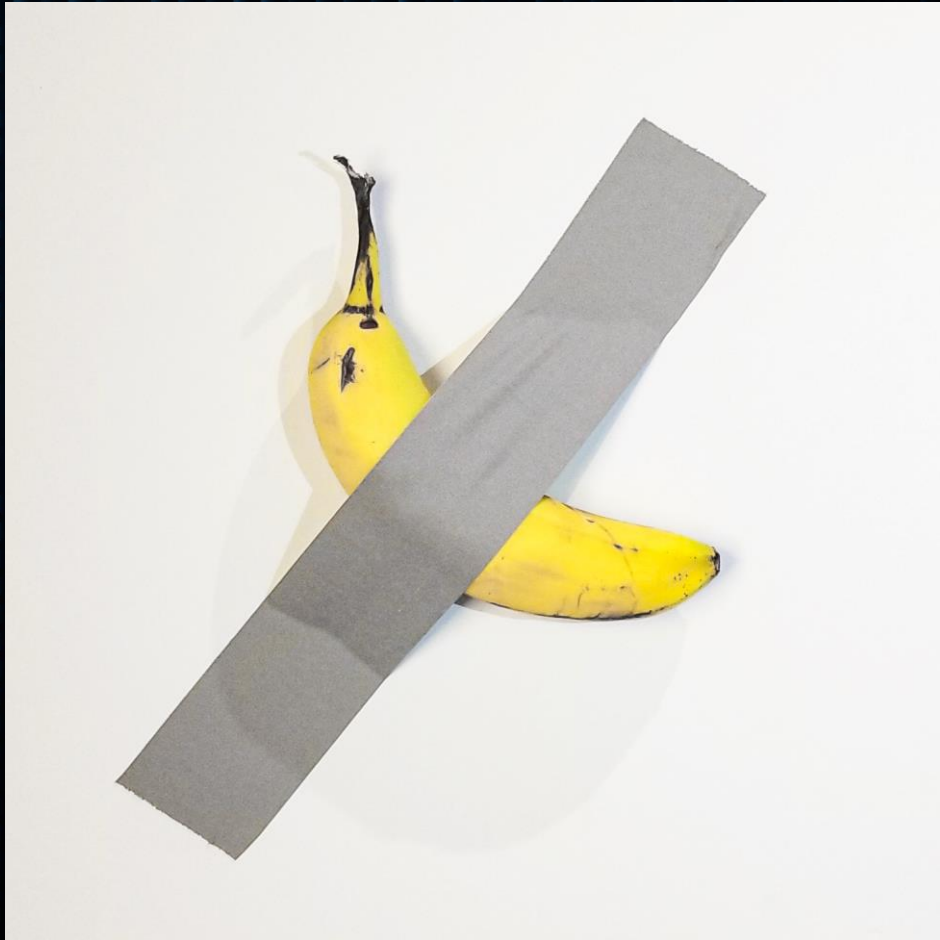


Be Creative & Have Fun!



When an intern thinks they dropped their keys in a road case.
#InventoryDay #4Wall

SOCIAL MEDIA TIPS

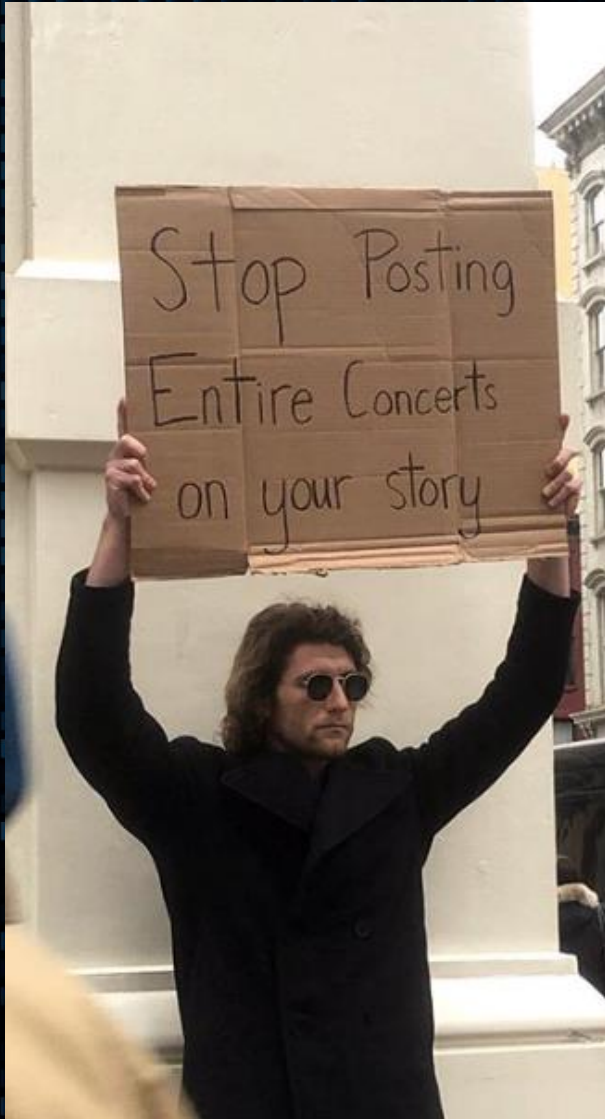


Jump on current trends & relate them to your service or industry.



Is it still art if you use gaff tape?

SOCIAL MEDIA TIPS

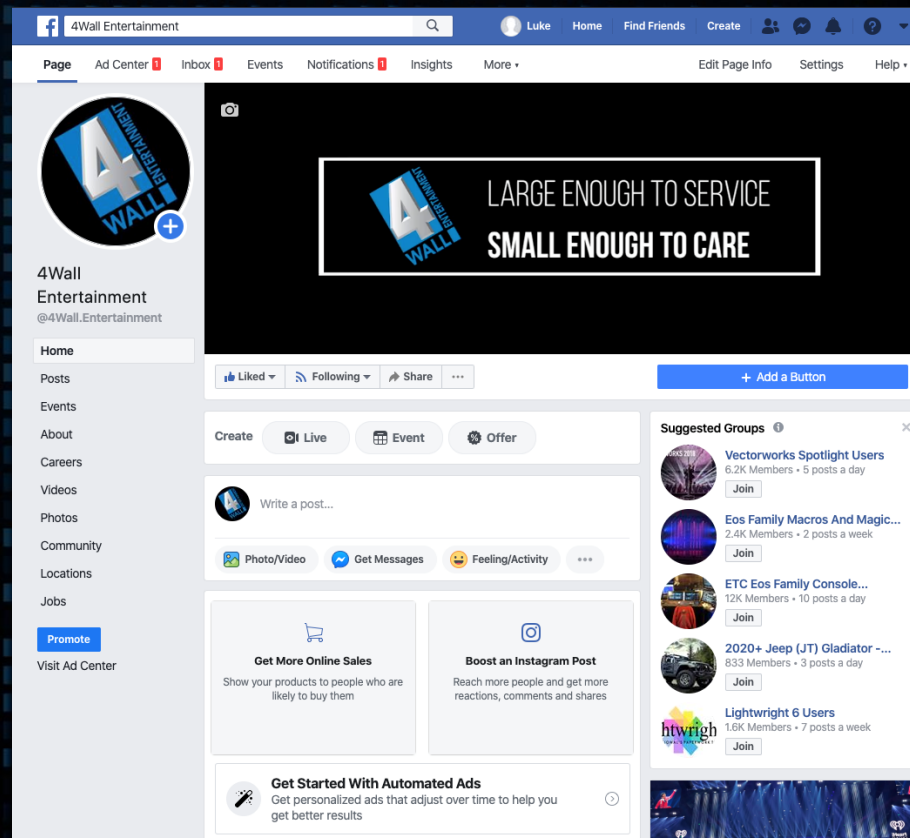


How many times do I post a week?
Do likes really matter?
Should I pay for followers?

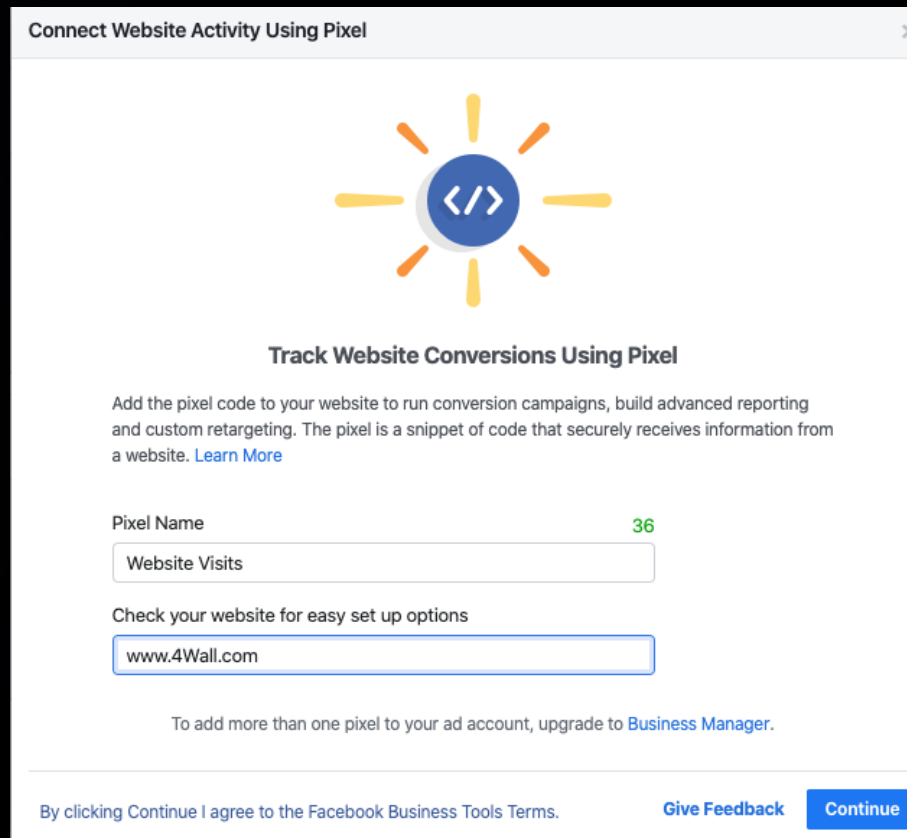
SOCIAL MEDIA SPENDING - FB ADS

Step 1 – Create a Facebook Business Page

Step 2: Make sure your website has your Facebook Pixel Code installed!



The screenshot shows the Facebook Business Page for 4Wall Entertainment. The page header includes the name "4Wall Entertainment" and the handle "@4Wall.Entertainment". The main content area features a large banner with the text "LARGE ENOUGH TO SERVICE SMALL ENOUGH TO CARE" and the 4Wall logo. Below the banner, there are navigation options for "Home", "Posts", "Events", "About", "Careers", "Videos", "Photos", "Community", "Locations", and "Jobs". The "Home" section includes a "Write a post..." field and several promotional cards for online sales, Instagram posts, and automated ads. A "Suggested Groups" section is visible on the right side of the page.



The screenshot shows the "Connect Website Activity Using Pixel" setup screen. The page features a central graphic of a sun with a code symbol (</>) in the center. Below the graphic, the text reads "Track Website Conversions Using Pixel" and "Add the pixel code to your website to run conversion campaigns, build advanced reporting and custom retargeting. The pixel is a snippet of code that securely receives information from a website. [Learn More](#)".

The "Pixel Name" field is set to "Website Visits" with a count of 36. The "Check your website for easy set up options" field contains the URL "www.4Wall.com".

At the bottom, there is a note: "To add more than one pixel to your ad account, upgrade to [Business Manager](#)." Below this, there are three buttons: "By clicking Continue I agree to the Facebook Business Tools Terms.", "Give Feedback", and "Continue".

SOCIAL MEDIA SPENDING - FB ADS

Step 3: Creating Audiences – Custom & Lookalike


Create a Custom Audience

Use your sources

- Website
- App activity
- Customer list
- Offline activity

Use Facebook sources

- Video
- Lead form
- Instant Experience
- Instagram business profile
- Events
- Facebook Page



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.

This process is secure and the details about your customers will be kept private.

Cancel

Create a Lookalike Audience

1 Select Your Lookalike Source

4Wall.com Quotes

Create New Source

2 Select an Event With Value

Purchase (Recommended)

Other Event With Value

We look at the frequency and recency of your selected event, as well as the values it contains.

Highest value passed	Lowest value passed	Unique customers
\$0.00	\$0.00	-

We received 0 Purchase events that contain value from your pixel in the past 60 days.

3 Select Audience Location

Search for regions or countries

Browse

4 Select Audience Size

Number of lookalike audiences 1

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

Cancel

Create Audience

SOCIAL MEDIA SPENDING - FB ADS

Step 4: Create Your Ad

[Create New Campaign](#) [Use Existing Campaign](#)

Campaign: Choose your objective. [Switch to Quick Creation](#)

Special Ad Category [Help: Choosing a Special Ad Category](#)

I'm creating a campaign for ads in a Special Ad Category. Ads related to credit, employment or housing.

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

Ad Set Name [Create Name Template](#) [Switch to Quick Creation](#)

Leads

Page
Choose the Facebook Page you want to promote.

Facebook Page [4Wall Entertainment](#) +

Audience Size
Audience definition is unavailable.
Potential Reach: Unavailable

Dynamic Creative [OFF](#)
Provide individual assets, like images and headlines, and automatically generate optimized creative combinations for your audience. [Learn More](#)

Audience
Define who you want to see your ads. [Learn More](#)

Create New Audience [Use Saved Audience](#)

Custom Audiences [Lookalike](#)

[Lookalike \(US, 1%\) - Website Visitors](#)

Website [Website Visitors](#)

Add a previously created Custom or Lookalike Audience

Exclude [Create New](#)

[Reach More High-Value Customers](#)

You may see a higher return on ad spend by switching the audiences we've marked in this ad set to value-based lookalikes. If you switch, purchase events from the marked audiences' pixel, app or offline source will be used for your value-based lookalikes.

[Switch to Value-Based Lookalikes](#)

[Learn More](#)

Locations [Location:](#)

- United States

Age 18 - 65+

Gender All genders

Detailed Targeting All demographics, interests and behaviors

Estimated Daily Results

Reach 645 - 1.9K

Leads 3 - 15

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

PAGES TO FOLLOW

- 📌 Everything Stage Lighting, Stage Audio, Freelancers (FB Groups)
- 📌 Soundgirls.org
- 📌 LimeLight Wired (Instagram)



Networking



Networking events



Industry Specifics groups/clubs



Partner with others in the business



Internships



Volunteer

AB-5

CA Labor code
2750.3

- A) The person is free from the control and direction of the hiring entity in connection with the performance of the work, both under the contract for the performance of the work and in fact;
- B) The person performs work that is outside the usual course of the hiring entity's business; and
- C) The person is customarily engaged in an independently established trade, occupation, or business of the same nature as that involved in the work performed

Freelancers

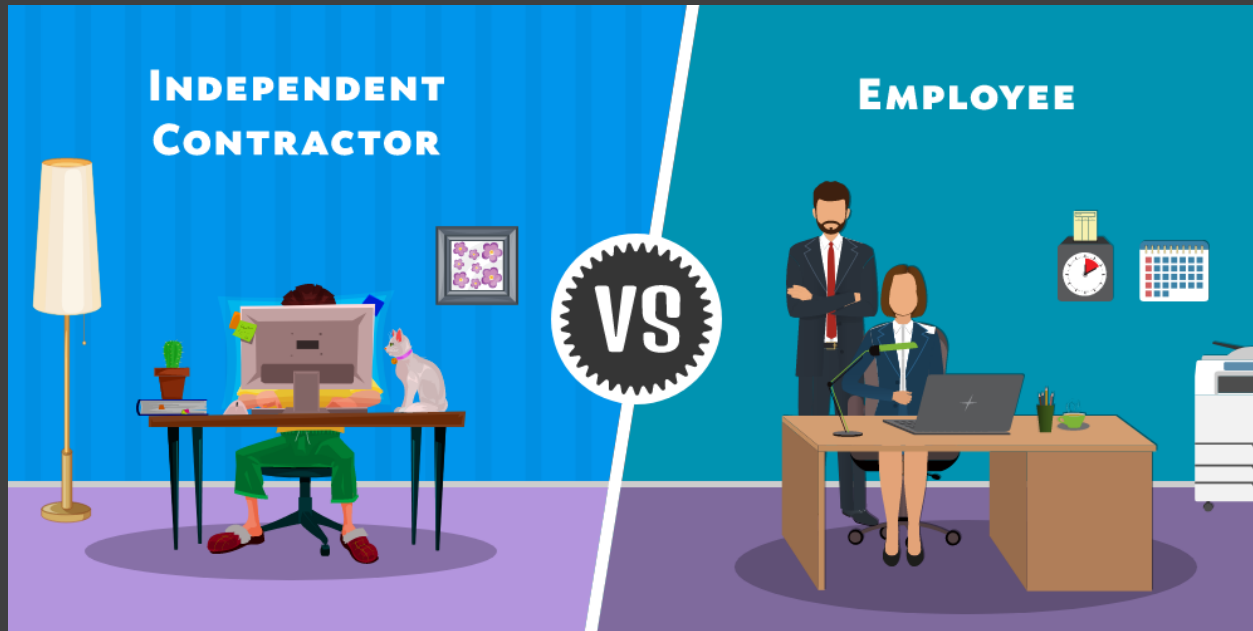
Independent
Contractors



Independent Contractor v. Freelancer

- Independent Contractors and Freelancers both control their own schedules
- Freelancers can be Independent Contractors or Employees
- As a Freelance Employee, you are subject to state labor laws
- Tax & Withholding Implications
- As an Independent Contractor, you don't automatically receive:
 - Minimum Wage
 - OT pay
 - Unemployment Insurance
 - Workers Comp

Independent Contractor v. Freelancer



- WORK FOR HIRE agreements are usually required for Independent Contractors
 - This means you give up any copyright claims you may have on the work you produce.
 - The work of Employees (freelance and full/part time) automatically belongs to their employer.
- DEAL MEMOS - Get it in writing!
 - **Deal memos offer protection and clarity**
 - Simplified Contracts - samples are online (will distribute a sample with presentation)



- Freelance Employee vs Independent Contractor? Do you know the pros and cons of each?
- Why do you want to start your own business?
- How big of a company do you want to own in 5 years? Helps inform the type of business structure you set up now.

Questions to Ask Yourself

What type of business will you have?

Employees?

Equipment?

Location (your location, the client's location, out of state?)

Long Term Goals?

What liability are you exposed to in your work?

What are your expected earnings, deductions, and expenses?

Willingness to deal with compliance, administrative, and other business obligations?

Freelance Employee vs Independent Contractor - what makes sense for your situation?

Cash flow

Business Deductions for equipment, health insurance, etc

Retirement Planning - SEP IRA, Solo 401K and other qualified plans

Ownership Structure Can affect

Who can own your company

If you can sell your company, and what the requirements are to sell it

Taxes that the company must pay

Ability to get credit and financing

Your personal liability

Do your research! CONSULT A TAX ADVISOR AND/OR AN ATTORNEY

The 7 Most Popular Types of Businesses



Sole Proprietorship

- Owned by one person
- No legal or financial distinction between business & business owner



Partnership

- Business, financial & legal responsibilities equally divided
- Must be registered for IRS purposes



Limited Partnership

- Ideal for those interested in raising capital from investors who aren't active in day-to-day duties



Corporation

- Independent, multiple shareholders
- Appropriate for established businesses with employees



LLC

- Blend of partnership & corporation
- No personal property at risk
- Less regulation



Non-Profit

- Earnings pay expenses of company
- Can apply for "tax exempt" status



Co-op

- Earnings divided among members
- No external stakeholders
- Members use its services

There are HARD COSTS to start a business

- **Least Expensive - File the documents yourself**
 - STATE FILING: California Secretary of State. www.sos.ca.gov
 - FEDERAL EIN: www.irs.gov
 - LOCAL FILING: City of Los Angeles. Www.latax.lacity.org
- **Mid-Range Cost - Use a service to file the documents for you (they provide checklists and reminders)**
 - for example: Legal Zoom, Corpnet, Swyftfilings, Nolo
- **Most Expensive - Hire a professional**
 - Accountants often more affordable than attorneys, but both can have a place.
 - Partnerships greatly benefit from legal agreements

BUSINESS COSTS

COST OF STARTING A BUSINESS

\$ 200.00 to \$2,000.00

\$ 25.00	CA Secretary of State filing fee
\$ 50.00	LA City Business License
\$ -	EIN (free if you do it yourself)
\$ 100.00	State Filing Fees - vary based upon entity
\$ 25.00	Business Checks
\$ 100-\$400	Optional: Business Filing/Compliance/Registered Agent Services
\$ 500.00 ++	Optional: Accountant Consultation
\$ 500.00 ++	Optional: Attorney Consultation
\$ 200.00 ++	Optional: Set up Official Retirement Plan
\$ 200.00 ++	Optional: Web Hosting Site

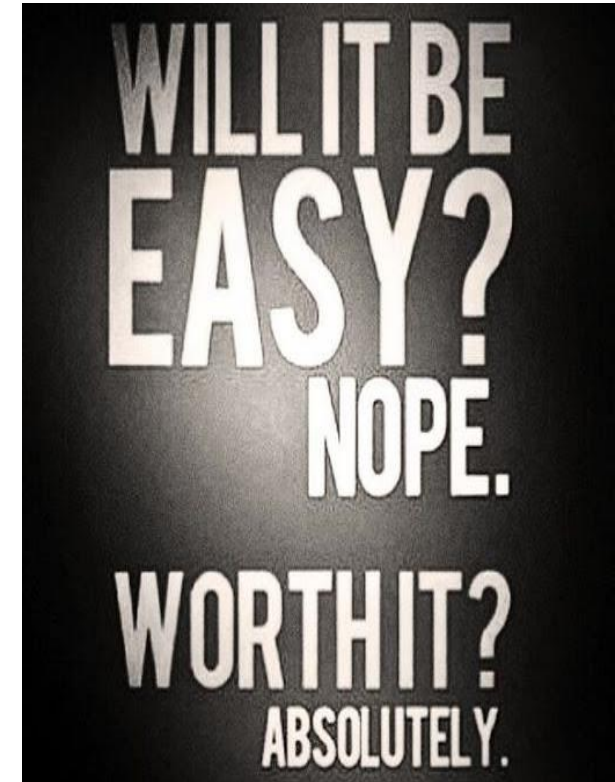
YOU
CAN
DO
THIS

**YOU CAN DO
ANYTHING.
YOU CAN BE ANYTHING
YOU WANT TO BE.
AS LONG AS YOU
BELIEVE IN YOURSELF
AND WORK HARD.**

YEARLY COST OF MAINTAINING A BUSINESS (estimated revenue \$100,000)

\$ 3,575.00 to \$50,000.00

\$ 25.00	CA Secretary of State Filing
\$ 50.00	LA City Business License
\$ 800.00 ++	CA Minimum Franchise Tax
\$ 450.00	LA City Tax (\$4.50 per \$1000 in gross receipts)
\$ 750.00	Cost to professionally prepare and submit taxes
\$ 6,000.00	OPTIONAL: Bookkeeper
\$ 1,500.00 min	INSURANCE
\$500-\$2500	Commercial Property
\$ 500.00 ++	General Liability \$1,000,000.00 (based upon gross receipts)
\$ 1,500.00 ++	Umbrella Liability \$1,000,000.00
\$ 500.00 ++	Workers Comp Insurance, owners can be excluded
\$200-\$600	OPTIONAL: Hired Auto
\$1000-\$20,000	OPTIONAL: Equipment Rental



Business 101

1) Create a business plan-Know your "WHY"

2) Know how to run a business

1. Organization Type you should be
2. Taxes
3. The Books
4. Insurance-What it is, what you need, what it doesn't cover
5. Know what you can do, and what you need to outsource-Accounting, taxes, insurance, legal etc

3) Market yourself

1. Look the part
2. Develop your Identity
 1. Join organizations, use social media, design a portfolio, write a blog
3. Practice your pitch
4. Know your audience and how to relate to them

4) Know your worth and value

1. Believe it and sell it

5) Keep focus on your goal, and what might happen in 1-2-5-10 years. Pivot when necessary!

6) Keep educating yourself

Acme Company
Income Statement
For the Year Ended December 31, 2019

Revenue:		
Gross Rentals		\$25,000.00
Gross Sales		\$5,000.00
Gross Labor		\$5,000.00
Net Revenue		\$35,000.00
Cost of Sales:		
Sub-Rentals (Cost to rent gear from other companies if you are short)	\$250.00	
Perishables (items included in a rental like lamps, only charged if used)	\$75.00	
Sale item Costs (cost associated with buying the items you sold)	\$4,000.00	
Labor COGS-Outside 1099 or temp	\$1,750.00	
Cost of Goods Sold		\$6,075.00
Gross Profit (Loss)		\$28,925.00
		83%
SG&A Expenses:		
Owner Labor	\$2,000.00	
Office Labor	\$1,000.00	
Payroll Taxes	\$180.00	
Advertising	\$500.00	
Bad Debts	\$250.00	
Bank Charges	\$35.00	
Charitable Contributions	\$0.00	
Credit Card Fees	\$875.00	
Delivery Expenses	\$0.00	
Dues and Subscriptions	\$75.00	
Insurance	\$1,000.00	
Maintenance	\$0.00	
Miscellaneous	\$0.00	
Office Expenses	\$125.00	
Operating Supplies	\$0.00	
Permits and Licenses	\$0.00	
Postage	\$200.00	
Professional Fees	\$0.00	
Rent	\$5,250.00	
Repairs	\$0.00	
Telephone	\$79.99	
Travel	\$500.00	
Utilities	\$500.00	
Vehicle Expenses	\$1,000.00	
Total Expenses		\$13,569.99
Net Operating Income		\$15,355.01
		44%
Taxes & Depreciation:		
Taxes	\$1,500.00	
Depreciation	\$2,500.00	
Gain (Loss) on Sale of Assets	\$0.00	
Interest Income	\$0.00	
Total Taxes & Depreciation		\$4,000.00
Net Income (Loss)		\$11,355.01
		32%



Notes on Income Statement

The purpose of the income statement is to report a summary of a company's revenues, expenses, gains, losses, and the resulting net income that occurred during a year, quarter, or other period of time.

Income Statement Accounts:	Summary description:
Gross Revenue	Total dollar amount of sales of goods and services billed to a customer
Cost of Sales	cost of goods (or products) sold (COGS), and cost of services
Gross Profit '(C)	represents the difference between gross revenue (A) and the cost of sales (B). $(A-B=C)$
Selling, General and Administrative Expenses '(D)	Often referred to as SG&A, these are a company's operational expenses. The cost to run the business regardless of volume of revenue.
Operating Income '(E)	Deducting SG&A from a company's gross profit produces operating income. This figure represents a company's earnings from its normal operations. $(C-D=E)$
Net Income	This is the bottom line, which is the most commonly used indicator of a company's profitability. Taking out taxes, interest

Tips for Negotiations

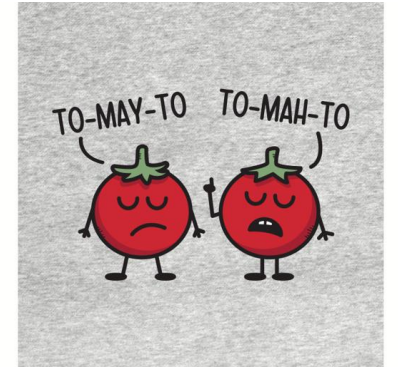


- Make sure you are negotiating with the decision maker
 - It is ok to ask if they have authority to negotiate your contract or pay.
 - Realize that negotiations aren't about winning and losing, they are **not** a battle!
 - Do all you can to show the other side you are negotiating in good faith and collaboratively.
- Become genuinely interested in what is driving the other side
 - Understand their goals, motivations and wants. Connect with them.
 - The world is small-you will meet again!

Tips for Negotiations

- Mirror the other person
 - Through body positions and even speaking
 - If they say, “I really can’t pay you \$500 a day” You would mirror back the last few words they used, and then wait. “Pay me \$500 a day?”
 - If they sit back and cross their arms, do the same.
- Keep your voice positive, yet calm
- Silence can be golden!
 - If the other person offers something up, sit and wait before responding.
 - If they say, “I can’t pay you \$500”. Just wait, pause, see if they start filling in the empty space with reasons, details OR start negotiating against themselves.

Tips for Negotiations



- Understanding, through empathy, creates a better environment
 - Put yourself in their shoes
 - You may learn you are saying THE SAME THING!
- Structure your questions as "how" and "what" questions. These beg to be answered. "Why" questions can lead to defensive behavior.
 - If the other person says, "I can't pay you \$500". You could pause, see if they add more, and then respond with "How am I supposed to take half of what I'm used to making" or "What happens if I take this reduced rate". Do not respond with "Why would I take that amount"
- Know your floor, when you must walk away.
 - Have your information on why you can't take below a certain amount
 - Do not react badly if they can't meet that price-just let them know you are too far off and while you want to work together, this situation doesn't seem the best way to do it, for either of you.
 - Be willing to walk away!



Thank you!
