# You Started a Business Now What?

Presented by Jessica Henman





# JH









## The Basics

• Business Name

• Licenses and Permits

• EIN

• A Contract

Owners

Location

### Business Entities

• Sole Proprietorship (sole prop)

• Limited Liability Company (LLC)

• General Partnership

C Corporation (C Corp)

Close Corporation (S Corp)

## Sole Proprietorship (sole prop)

You and Yourself Only

• Simple to start, run and shut down

Pass Through Taxation

No annual filings

Zero Liability Protection

• Self Employment Tax

## Partnerships

• 2 or more people started a business

• Simple to start and run

Pass through taxation

Specific Tax Form

• Liable for your partner/partner's actions

# Limited Liability Companies

• Full corporate liability protection

 High fees if your business has a high income

Pass through taxation

• Flexible entity

• Filing fees (to start and annually)

Need official corporate documents

## Corporations

- C Corporation- think Wal-Mart
- S Corporation- small corporation (less than 100 shareholders)
- Passthrough taxation (S corp)
- Double taxation (C Corp)

Corporate docs needed

Annual filing requirements

• Must elect S corp status

## Marriage or Business Partner

How do they handle money

• What experience do they have?

How do they handle stress

How risk averse are they

• What else do they have going on in their life?

• Do they do what they say they're going to do?

## Lawyers & CPAS

- Help you evaluate the risk
- Strategic Partners
- Most problems/headaches can be avoided
- Compare professional fees to lawsuits, surprise tax bills etc

## DIY vs. Delegation

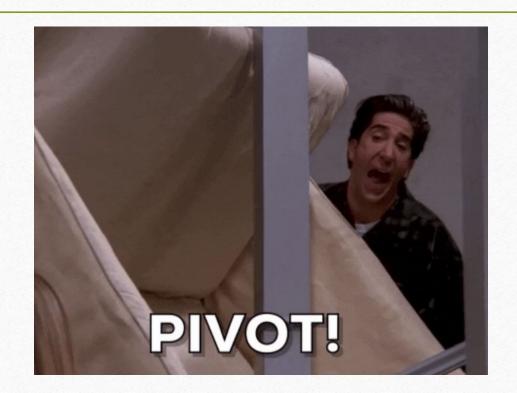
#### DIY

- Saves money but costs time
- Know what is going on
- Learn every aspect of the business
- Can be overwhelming

#### Delegation

- Saves time but costs money
- Dependent on someone else
- Takes time vetting vendors
- Helps streamline your business

## Pivot!



### The Personal Touch

• Everyone loves automation

• We're bombarded with automatic emails, texts and calls

• In a world of automation, have the personal touch

## \$100 Client vs. \$1 Million Client

• Treat all of your clients equally

Saying No

Long term clients

• Don't chase the client

Needy Clients

## Communication with Clients

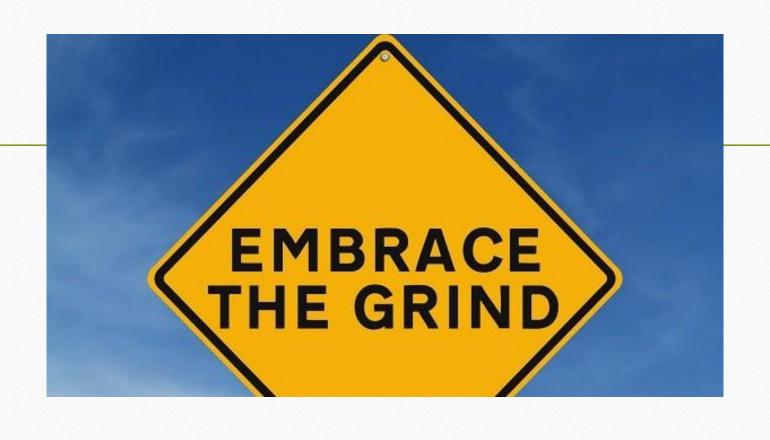
• Call Them Back

• Set Realistic Deadlines

• Set Realistic Expectations

# Saving a Dime to Spend a Dollar





# Own the Mistake....Graciously



# It Takes A Village

• Find a Mentor

• Utilize your mentor

• Chico is unique!

# Questions?

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