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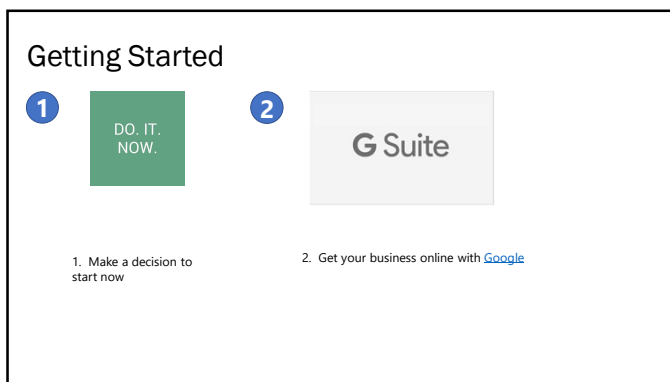
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## GOALS

A written plan is always the best plan. When you take the time to write down an organized list of tasks, it is easier to execute those tasks necessary to achieve your goals.

Use S.M.A.R.T. Goals:

- S - Specific
- M - Measurable
- A - Achievable
- R - Relevant
- T - Time-bound



Sabrina Lowery

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3. Dive into the Google Apps for Business

- ☐ Gmail
- ☐ Drive
- ☐ Calendar
- ☐ Docs
- ☐ Sheets
- ☐ Forms
- ☐ Slides
- ☐ Hangouts for Business

4. Visit [accelerate.withgoogle.com](https://accelerate.withgoogle.com)

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It takes money to make money!

- **KNOW YOUR NUMBERS!**
- Equipment (Buy/Rent)
- Software
- Subscriptions & Memberships
- Human capital
- Business expenses (Profit & Loss Statements)

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### TECH YOUR WAY TO SUCCESS

	Cost Per User	Quantity	Budget
Equipment / Hardware			
Software / Applications			
Point-of-sale System (POS)			
Backup			
Cybersecurity			
Insurance			
Data Storage (Cloud)			
CRM			
Cell Phones			
Automation Tools			

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Hire an Accountant & Bookkeeper

- Intuit QuickBooks
- Mint
- Zelle
- PayPal
- Stripe
- Square
- Excel Spreadsheet

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### Legal Matters

1. Select and Register your new business name
2. Select and Register your new domain name
3. Apply for your Employer Tax ID # (EIN) with the IRS
4. Determine the legal structure of your business and incorporate (S-Corp, C-Corp, LLC, LLP, or Sole Proprietorship)
5. Consult a business attorney for legal questions and advice

**Business Law**  
 Business law is the  
 Law of Corporations &  
 Taught in law school  
 Securities Law, Intel  
 Employment Law a  
 Employment Law a

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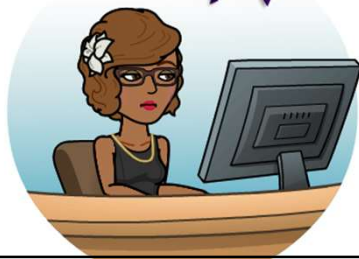
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*Can I help you?*

What problem do you solve?



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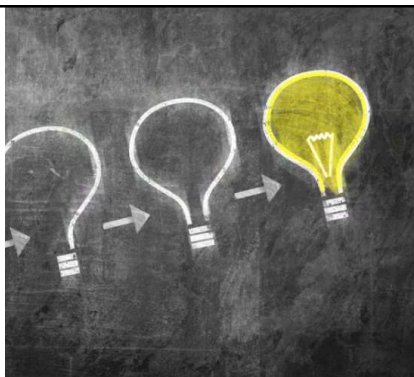
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Who is your ideal customer?



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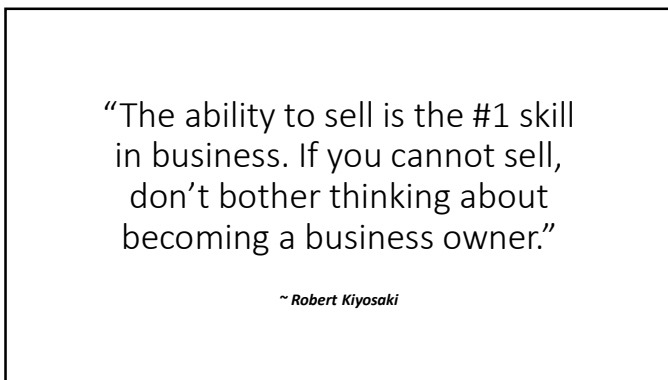
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“Your business cannot survive without sales.”

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The Sales Cycle

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# BUSINESS SYSTEMS

Identify the systems and processes for your company to convert a prospective customer into a buyer.

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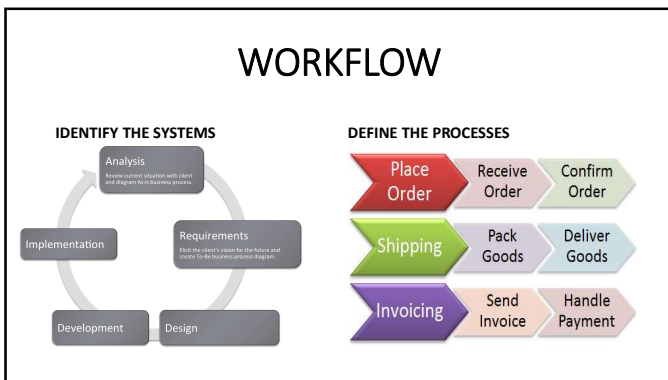
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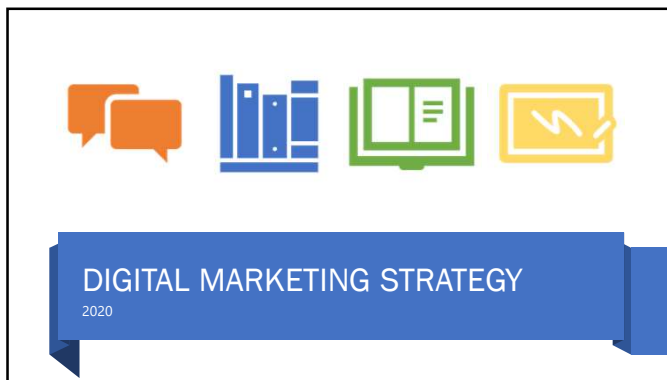
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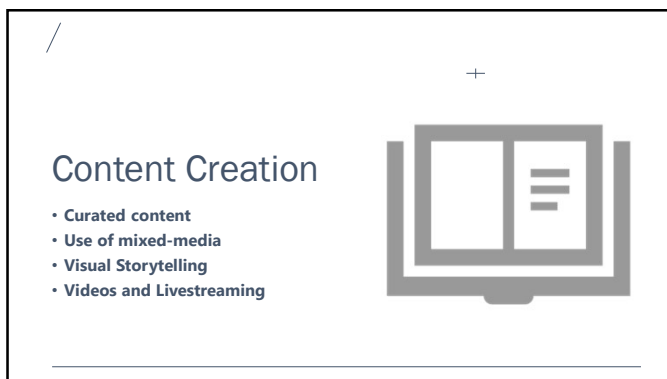
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## Storytelling & Social Selling

- Tell a story.
- Tell your story.
- Who does your story resonate with?



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### Weigh your options

- To copyright or not to copyright your content
- Permission-based usage of curated, relevant content
- Working with Ghostwriters

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### Let's Get Social

- **Brand recognition**
- **Trust**
- **Engagement**
- **Sales**

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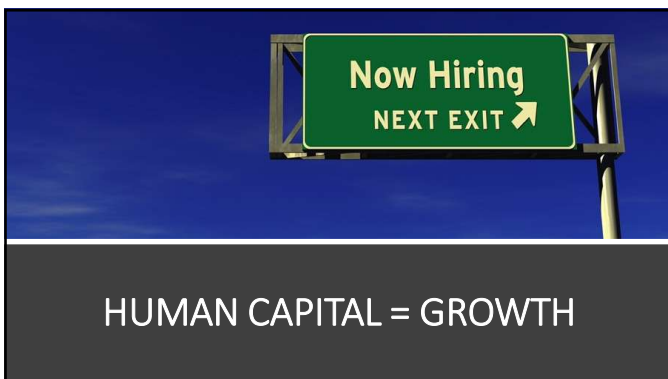
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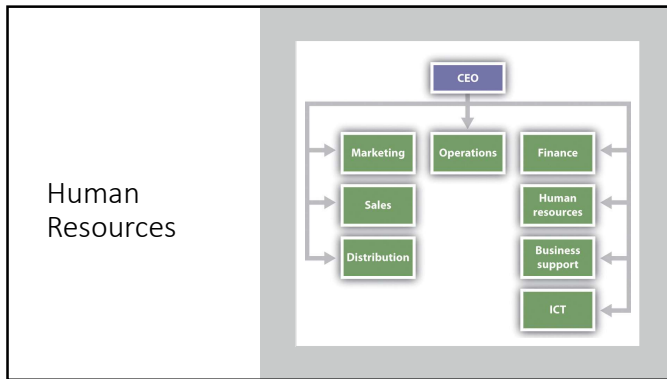
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The Entrepreneur's  
**BLUEPRINT**  
FOR  
DIGITAL DOMINANCE  
Sabrina Lowery

## Digital Coach

- Strategic Business Planning
- Digital Marketing Strategy
- Content Creation
- Accountability

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