

# SERVICE-BASED ENTREPRENEUR PLAYBOOK

- Find a Needed Service-Based Idea
- Do Market Research on Your Idea
- Create a Business Name
- Create a Business Logo
- Craft a Formal Business Plan
- Pick a Legal Structure For Your Company
- Incorporate Your Business w/ The State
- Finalize Services and Pricing
- Create a Website to Showcase Your Services
- Buy a Domain and Connect it to Your Website
- Obtain an EIN Number From The IRS
- Set Up a Business Bank Account
- Create a Facebook Business Page
- Create a Google My Business Account
- Use Canva to Create Unique Content
- Post Your Content on Social Media Daily



# Find A Needed Service-Based Business Idea

Service-Based businesses are a staple in the world. We always need someone who can help us with something or show us how to do something better. Why not be that person for someone. Everyone has expertise in something! Find out what it is and add value to a customer or client's life.

## Do Market Research on Your Idea

Market research is very important! It helps entrepreneurs understand how big the market is for their service. It helps them figure out if their business idea is viable in their area. It also helps them plan out their services and prices for their business.

## Create a Business Name

Creating a name for your business is the fun part. Be unique and be creative. If it's a business you plan on building and sustaining for a long time, pick a great name and make sure no one already has it in your state. Click the link below to see if the business name is in use in your state.

Link: [https://www.start.biz/business\\_names/search](https://www.start.biz/business_names/search)

## Create a Business Logo

Creating a logo for your business is a defining moment! It says a lot about your business and is a representation of your business as well. It shouldn't have to cost an arm and a leg, but you should invest in a logo for your business. It will give an awesome first impression to your customers or clients.

## Craft a Formal Business Plan

A business plan is a roadmap to your business's success and shouldn't be taken lightly. Every real business has one. It aids business owners when they are going to the bank for funding or whether pitching to potential investors. Having a plan forces you to fully develop the long term thinking and vision for your service business. You might not need it to start your business, but definitely before you finish this checklist craft a business plan for your business. You will thank me later!

## Pick a Legal Structure For Your Company

Decide whether you want your business to be a sole proprietorship, Limited Liability Company, S-Corp, C-Corp or a Limited Partnership.



# Incorporate Your Business w/ The State

You can't stay a sole proprietor your whole business career. A sole proprietor is equivalent to selling a t-shirt to a friend. It means you are doing business in your own name.

At some point, you have to protect your personal assets and that's what legalizing your business does! It makes your business legally able to take on debt and obligations. Only for your business and not in your name! It's very important, check out Incorporate.com when you are ready to incorporate your business. I personally used them to incorporate my business.

Link:<https://www.incorporate.com>

## Finalize Services and Pricing

Services and pricing is your bread and butter. Make sure that you charge your worth especially if you have lots of experience with performing the service or you worked in your career job that is very similar. Don't lowball yourself, respect your hustle! Now, on the other hand, if you are trying something new don't be afraid to work for free on a couple projects to build testimonials. Also, you can charge less in this case because you are learning your craft.



# Create a Website to Showcase Your Services

A website is a portfolio for your services and it explains what you do in detail to your potential customers or clients. Building and maintaining a mobile-optimized website is a must for your business! It is a central platform for your customers to come book a call with you, see your work and get in contact with your business. Book a call with us if you need a company website designed and maintained at a great low monthly price.

Link: <https://www.decisivemarketingsolutions.com/book-online>

## Buy a Domain and Connect it to Your Website

A domain goes hand in hand with your website. It is the best way that potential customers can find your website. It's a great business practice to invest in a useful domain for your business such as amazon.com or walmart.com. Having a domain for your business gives it major credibility and it is great for exposure. They also make your website more memorable when searching for your services.

## **Obtain an EIN Number From The IRS**

An Employer Identification Number (EIN) or business tax ID is a unique nine-digit number that business owners use to file their taxes for their company. The benefits of an EIN number is that it allows business's to open a business bank account, establish business credit, easily hire employees and build trust with vendors. You can fill out an EIN number application on the IRS's website.

## **Create a Facebook Business Page**

Forming a Facebook business page is a great way to build credibility in the digital era and it's a must. The benefits of a Facebook business page is that it gives business owners access to billions of potential customers, the ability to humanize their brand, track their audience insights and learn about their target audience etc. It is a very useful tool for a company because let's be real, everyone is on Facebook. Make sure you take full advantage of this free tool!

## **Create a Google My Business Account**

A Google account for your business is also a must! Once you create an account Google starts to track your business in their search engine.



## Use Canva to Create Unique Content

Canva is a graphic design tool loaded with easy to use features and functionality that anyone can use to create engaging content. It has a free and paid version. Business owners use Canva for everything from content posts, to flyers, to webinar presentations etc.

Link: [www.canva.com](https://www.canva.com)

## Post Your Content on Social Media Daily

The key is to find the social media that your target audience is on and that works for you and your business. It is a well-known fact that social media is the place to be for a business owner and posting consistent valuable content on social media will attract followers and customers.

Each social media site is used for different reasons but they all work when it comes to attracting paying customers or clients. It's a good business practice to only try 1-2 social media business accounts and grow those accounts before moving on to new social media sites. Find the social sites that work for your business!

We offer branding and digital marketing services.

[Book a call with us today!](#)





**"The path to success is to take massive, determined action." - Tony Robbins**



Hey, my name is Antoine Harris and I'm the Founder of Decisive Marketing Solutions. I want to personally thank you for taking the first step in your journey by downloading my Entrepreneur Playbook! If you've gotten any value out of this I would like to invite you to follow me on social media.

 [@dmsmarketing101](#)

 [@dmsmarketing101](#)

 [Antoine Harris](#)

 [@antoineharris94](#)

[Join my Facebook Group](#) below to be surrounded by positive like-minded entrepreneurs for networking, education and for useful resources!

