

# A Quick Guide

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**"THE 3 THINGS YOU  
NEED TO GROW A  
PROFITABLE BUSINESS  
YOU LOVE"**

## THE THREE 'MUST HAVE' THINGS YOU NEED TO BUILD A PROFITABLE BUSINESS YOU LOVE

You're probably wondering why three things? In fact, you can probably think of a dozen things right off the bat you *know* you need to run your business. So, how does something as complicated as building a successful business get crunched down to three things, right?

I'm right there with you. But, it's true. Well mostly true, you see, as I was editing this I realized that in all honesty, I should have said four. The fourth thing is *taking action*. Because, all the understanding in the world doesn't mean diddly-squat if you're not taking the necessary action to implement it. So, I'm just putting that out there up front. You need to *implement* the three things. Okay?

So, what are the three things you need to grow a successful business that you love? That last part being a crucial element, because you can build a successful business without all three of these things. But, loving it, is a whole other matter. I personally know too many people who have built what looked like a successful business from the outside. Except the owner of it hated it. They were always stressed and harried. And, more times than not, they dreaded what the day might bring. Taking a closer look at their businesses though, always revealed they were missing one or more of the three things I reveal in this report.

So let's get into it.

### THE THREE THINGS . . .

1. Visibility
2. Business Structure
3. Systems and Automation

That's probably not what you were expecting. Even on the sign-up page, it may have been straight curiosity that brought you here. That's okay. I'm not surprised. But, before you decide this is all hogwash let me explain why those are the three key elements you need and what they entail.

### VISIBILITY

Visibility is all about being seen.

The alarming rate of business start-up failure in the U.S., and probably the world is, (not surprisingly), due to the fact that not enough people knew the business existed. Most new businesses fail within the first 5 years, not because of poor service, bad products or their customer service or lack of it; they fail because they, the business itself and its owner had zero or minimal visibility.

If no one knows you even exist, how do you begin to offer them anything? You don't. You can't. Your business has to be visible. And, that means having a strategic plan of action to make that happen and implementing it. Not a hit and miss method; not a throw stuff at the wall and hope something sticks effort; what you need is a well thought out series of marketing pieces that work together to bring your idea prospects to you and then converts them into paying customers. Period.

But, is that enough? Unfortunately, the answer is no. You see, what people often forget in this new digital age we're in, is that given a choice, people buy from *other people* that they know like and trust. Of course they don't always get a choice. But, if you're just starting out, or are trying to expand your small business, you're unlikely to be in a position where a customer has no options other than you.

So, what does that mean, it means you need to be visible, not just your business. *You* need to be visible in your business and in connection to your business. People need to know who you are and what you do, and they need to like and trust you enough to give you their hard earned cash. Because, the reality is, with all else being equal, given a choice between buying from a business, and a business run by someone they feel they know, like and trust, the latter wins every time.

Think about it . . . how many real competitors does Microsoft have for their *Windows* operating system?

One . . . Apple, Inc., that's it. And you know how they went against the giant to become a real competitor, two words--Steve Jobs. Mr. Jobs elevated himself to an almost cult like status among his followers with his infamous product launch announcements . . . "One more thing . . . " and the "Think Different" advertising campaign that brought Apple, Inc., back from the brink of bankruptcy.

The company itself did fine while Jobs was there, tanked after he left and came back to massive success when he came back to it. In business, if there's a choice, the people running it and their likeability matter.

So yeah . . . *VISIBILITY* for your business, and for you in, and connected to your business is huge.

So what can you do to get visible right away, this week?

One thing you can do immediately, is find some influential blogs in your industry. Just type your industry and blogs into the search bar of your favorite search engine. Then go to the blog, read a few of their latest posts and leave a well thought out, helpful comment about it.

If your comments are truly helpful people will read them and use the info in them and they will start to see you as a "someone" in the industry. But, more importantly, the blogger will read them, and that can be the beginning of a mutually beneficial relationship.

Another step that you can take is to research local or online networking events in your industry.

Many of these are free. If you're really nervous you can put up a picture of you online to start and just talk until you're use to the people who attend so that you ca work up the courage to attend fully visible.

## **BUSINESS STRUCTURE**

Structure is all about protecting your assets, keeping more of your hard won earnings, and attracting investors if needed.

Many people skip this part altogether, especially when starting out. But, the big companies never do. Even when they're starting out, and they're just little companies. Ever wonder why that is?

One key reason is that they intend to actually build a business. They have intention and vision working for them. They didn't start their business in a fit of passion. They're in it for the long haul . . . not 30-days, not 90-days, not to see if it will work. They're in it to win it, so to speak. They plan to make it work. Period.

Are you trying to start a business and see where it goes? Are you building your business by the seat of your pants with no plan and no vision and no set goals? Are you going to just get started and then form a business structure down the road *if it succeeds*?

*Are you planning to FAIL?*

Because, if you answered yes to those questions above, odds are, you're going to be joining that great statistics pool of startups that fail within the first five years.

Now, just to be clear, the scenario above is different from bootstrapping . . . maybe you have a plan, goals and a vision . . . maybe you're in it for the long haul, and intend to make it work no matter what. Maybe what you don't have is money to form a business structure yet.

That is the only time, I recommend getting started and adding a business structure later, but as soon as you possibly can. In that instance, you can reserve your intended business name with your state's business formation entity for up to six months while you build up the capital in your business to acquire it. But, make sure it's the proper entity structure for your particular business.

So, why is a business structure so important? And, why the emphasis on the right one for your business? Well there's a whole host of reasons. And, I go into them in great detail in my [3-part workshop](#) on picking the right business structure and how to do that.

But, to summarize them here, the key reasons are first that the right business structure can protect your personal assets from your business, protect your business from you and/or others; it can save you money and reduce your tax burden; it can make it easier to sell your business, plan profitable exit strategies, or pass it on to future generations, to get investors, and in some

arenas to be seen as a serious business owner. It just has to be the right structure for your business, where it is now.

Forming a business structure together with insurance and standardized contracts are the very best way to protect your assets.

What can you do today, or this week? Research what's the best business structure for your business, or just pick up my [3-part workshop](#) and learn about it that way. Pick a suitable name for your company, if you don't already have one. And then reserve the name with the Secretary of State, or Division of Corporations in your state. In most states the cost of reserving a name runs between \$5 - \$20.00 total.

## **SYSTEMS AND AUTOMATION**

Systems and Automation are all about reclaiming your time and still running an awesome business that you love being a part of; and your customers love doing business with.

When you first start a business that you're building from the ground up, you will generally be wearing all the hats, as the proverbial chief cook and bottle washer. And even if you love your business, that can get real old, real quick. Leveraging automated processes and other people's time and talent, (for fair compensation, of course), can be a win, win situation for everybody involved.

For one thing it gives you more time freedom. And, time freedom is almost as much a part of true wealth as money.

It also supports other small businesses if you're hiring freelancers, and other small business owner's, because it's giving them business. If you're hiring employees instead, then you're fueling the economy.

But, perhaps most importantly, it gives your customer a positive and reliable experience every time they do business with you.

Think that's not huge?

Can you imagine going to McDonald's and asking for a Big Mac and getting a grilled fish sandwich, instead of a burger, or getting a burger without the special sauce? A huge part of McDonald's success is that you can go anywhere in the world and order a Big Mac and get exactly what you were expecting when you ordered it.

Well it works like that for small businesses too. I used to go to this woman that did a special kind of massage therapy called cranial sacral. The first few times I went she had soft meditation type music playing, the room smelled like fresh lavender and she offered me a cup of tea so I could relax while I waited for my turn. It was a thoroughly relaxing experience.

Then one time I came, the music was missing. The time after that, the music was there but, I didn't get tea and the lavender scent was gone. Then I got tea, but no music or scent. Every time, it was something different. Some days she was patient and other days agitated. I stopped going. She had built an expectation of a certain experience, and I noticed when it wasn't provided. Your customer will too.

Creating automations and systems help you make sure you are always creating a great experience for your customer and that you're not unnecessarily leaving money on the table because you forgot certain steps or didn't make planned offers, and so on. It also just plain makes it easier on you to get everything done; and to be able to delegate tasks later. And being able to delegate tasks is key to the ability to scale and grow your business consistently without the frustration of overwhelm and burnout.

What can you do today to start creating systems and automations in your business? Well if you're cash strapped now, you can start by just taking one thing that you have to do frequently in your business and create a template outlining all the steps in order that it takes to complete the process. Then test it by using it to complete that process and add any steps you missed and fix any that you didn't explain well.

Another step, if you use email, and don't already, is to use an autoresponder to send out messages. My [provider](#) actually offers a free version to give you some time to build your list up. And, at the moment you can even get some free templates and advice about what to write in the emails you send out.

## CONCLUSION

So that's it, the three things in a nut shell. Everything else you believe you need to start or grow your business will fall into those three things, *everything*.

I help small business owners, like you, every day to start or build their business using these three principles: Visibility, Structure, Systems. And, I'd like to offer you the option to learn more about implementing it in your business by joining my Free Facebook Community: The Build-a-Biz Insiders ([facebook.com/buildabizinsiders](https://facebook.com/buildabizinsiders)).

So, what's next? Figure out what you need in each of these areas and begin implementing them immediately. And, join my Facebook group so I can help you!

I hope you found this report helpful. I will be sending you ongoing tips and advice to help you implement strategies that work now to start, run and grow your business.

Wishing You Love & Happiness,

  
ATTORNEY & BUSINESS COACH

## ABOUT THE AUTHOR



**PAM HAMILTON** is an attorney and business coach, who is passionate about helping small business owners and aspiring business owners, get pass their “stuff” and build amazing businesses that they love. She blogs and podcasts at [www.BuildingVisibility.com](http://www.BuildingVisibility.com)

### ***SPECIAL INVITATION:***

If you’re a business owner or an aspiring business owner I invite you to become a member of my community. My business builders Facebook group is all about people like you. It’s designed to help business owners share a safe space to be with other likeminded folks, network and to get and give support.

I also do weekly lives and answer questions, give tips and hold live workshops there.

Please [Join us](#). I hope to meet you on the inside. The group is free to join. Here is the Link again: [facebook.com/groups/BuildaBizInsiders](https://facebook.com/groups/BuildaBizInsiders)

