

DON'T SUCK AT BUSINESS

How to build a formidable business with speed,
strategy, and a healthy dose of sarcasm.

KARA LAWS

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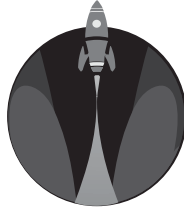
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For more information about Kara Laws visit LaunchedAcademy.com



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A GIFT FOR YOU!

Discover how LAUNCHED has helped over 600 business owners find the tools and resources they need to build successful businesses.

Access a bonus workshop on how to build a solid foundation for your business so you can reach your goals faster, make more money, and avoid expensive mistakes.

All FREE with this book. That is how grateful I am that you are reading it. :D

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To all the women who want something more.

PRAISE FOR KARA LAWS AND LAUNCHED

*“At the first of the year, Kara and I had a great coaching session and definitely made a believer out of me regarding her knowledge and understanding of marketing. had NO idea all of this was possible until our discussion. Kara knows what she is talking about, is passionate about what she is doing, and definitely enjoyable to work with. **Our coaching session was one of the most enjoyable conversations I have ever had!**”*

*As a result, I updated my logo, made the necessary changes to my internet strategy, and have had **my most successful year yet, in spite of the pandemic.** Thanks Kara!”*

- Sydney Christensen
Owner of The Red Geranium

“Kara was so helpful and easy to work with! I felt like I had a million questions and she answered every single one of them without making me feel dumb. Plus she always responded so quickly! Thank you!”

- Amelia McKay
Owner of Grapefruit & Thyme

*“Phenomenal step-by-step information. The foundation of a business is critical and Launched will help you get started the right way. A plus, **Kara’s background in business gives this program personal grit. Two thumbs up!!**”*

- Judy Howard
Owner of A Best Clean

*“I love love love that Kara is able to give me whatever step I need in the moment. This could be strategy, introducing me to someone, helping me make a decision, teaching me about process, explaining what’s possible and many other solutions as the needs arise. **Kara is kind and very patient with me as I learn how to manage and grow my businesses.** She is creative and solution oriented. I credit her for the progress made in my business. I know I wouldn’t have made this much progress on my own. Her knowledge and encouragement is so helpful to me. Kara is an amazing business coach!”*

- Christy Grant
Owner of Event Derby and the Event Producer School

PRAISE FOR KARA LAWS AND LAUNCHED

*“Kara is so real, she is so kind, supportive and honest. She gives me real world feedback, works as my advocate and part of my support system. She gives me resources, makes introductions for me and really really cares about how myself and my business are doing. **It has been a true pleasure getting to work with her.**”*

- Tara Baker

Owner of Intimate Moab Weddings

*“Kara is amazing. She is always able to pull me back on track when I start to make things difficult. She know that right questions to ask and pull extra stuff out of me. **I always feel more clarity and confidence each we we talk.** She has helped me get focused on each step I have needed to take. Kara is one of a kind. She always seems to know what I need next and is always encouraging.”*

- Gurgi Ruis

Owner of Purge Theory

*“I have been really impressed with the business coaching Kara has offered us. We have a lot of ideas and also general direction that we want to go, but Kara has helped us **break it down into actionable steps** and also helped us know what order to tackle different tasks in order to make progress in starting our business. She has been very helpful in answering questions that would have taken us down a whole google wormhole to find the answer to and that has been really appreciated. I have been very happy.”*

- Loni Harris

Co-Owner of Spaghetti Tree Puzzles

*“Kara’s book is simply fantastic! It’s dense, comprehensive, and yet still fun and easy to read! Her direct-but-honest and conversational way of explaining business principles is so refreshing. The entire time I was reading her book, I felt like I was enjoying a long afternoon with her on the couch getting all the deets I need to know about building a sustainable business. Whether you’re struggling to get some traction in your business or you’ve just got a business idea and don’t know where to start, **this is the perfect manual to get you up and running the right way.**”*

- Jennie Mustafa-Julock

Co-Owner of Jennie + Meredyth

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“[Launched] is AMAZING!! Kara knows her stuff, and she’s sincerely dedicated to supporting the small hometown businesses she’s involved with. Her professional services in marketing are top notch. She has been a tremendous influence in a successful rebranding for my small business.”

- Lana Arthur
Owner of Patio Diner

“Such a detailed and informative session. Love how Kara explains and breaks down everything you need to know about having a successful business. Loved the pace of the program and how much information was shared. Things you can’t get anywhere else.”

- Sindho Channa
Owner of Career Coaching Sindo

“I love how she got so excited about my ideas! I always felt like I could talk things through with Kara and she would give me different perspectives and help me move forward! She was also so great about being willing to help me do research and find answers to my questions. I appreciated that she helped me set goals that would push me, and she was also very respectful of my time.

*Kara is the kind of person that you know truly cares about you in both your personal life about helping you **be successful with your business!** She boosted my confidence in my idea and more importantly in myself! She helped me learn how to set realistic goals, both short term and long term ones. As far as a specific goal, I designed a flyer for my product using a program she taught me how to use.”*

- Anne Marie Stapel
Co-Owner of Stapel Signs

*“Kara is down to earth and real about business. I don’t ever feel like she’s “selling” me or pressuring me to do something that isn’t in my best interest. **She has so much experience with business** and holds me accountable in just the right way. She has helped me to stay focused on building my business.”*

- Sharon Costanzo
Owner and podcast host of Keep Talking Revolution

PRAISE FOR KARA LAWS AND LAUNCHED

*“I wish I would have known about Launched and the Launch Your Business Academy before I started my business. I’ve now been in business for over a year and **I’m still learning valuable lessons from Kara Laws** will no doubt help me expand my reach and grow my sales.”*

- **Kimberly Flores**
Owner of FulFILLed Utah

“Launched offers simple, effective, straightforward solutions for solving new business challenges! Who do you know who is just starting out, who could use the gift of clarity, definitely check this out, it could be the perfect holiday present for a loved one, or maybe that loved one is you?!”

Their workshops are fire for anyone just starting out in business, who really wants to start out right!

- **Lauren Gale**
Owner of Lauren Gale Coach

“I attended a LAUNCHED workshop and it offered the most practical (and might I add fun), step-by-step business plan. This was really my first interaction with Kara, and she was so engaging that I hired her as a coach! She gave a step-by-step framework. I would highly recommend the content she creates.”

- **Brandy Wilkins**
Owner of Defining Point Coaching and Consulting

“I just started my business and the stars aligned to put Kara directly in my path. Cannot say enough good things! There are a lot of business coaches and educators out there, but few are as authentic, caring and approachable as Kara and her team.

***The material is also super digestible and focused.** Not a ton of filler. I’m not sure if this course was designed with the neurodivergent entrepreneur in mind, but the program is perfect for this auDHDer. Thank you SO MUCH! <3”*

- **Christian Palmer**
Owner of Pogs and Jello Tarot

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*“Kara is a **business genius**. She has created Launched Academy to teach entrepreneurs and small business owners all her secrets to starting and maintaining a successful business. Having an experienced business owner, who has made and sold many companies, pass on her expertise is the key to starting on the right track. I 100% recommend Launched Academy to anyone willing to put in the work to get your business off the ground.”*

- **Melissa Pupo**
Owner of Get Seen Management

“This book combines the author’s special brand of humor along with practical advice to help make your business a success.”

- **Cami Hales**
Owner of Hales Yeah Design

*“Kara’s sarcastic wisdom and knowledge is the hard wake up and solution to my problem of feeling stuck, lost, and like an utter failure. Every word was written with tough love and genuine care. You have no idea how much I appreciated reading your book, and **I am so excited to start implementing and taking action!** Thank you for writing this book and letting me beta read it. It gave me so much freaking clarity and direction.”*

- **Rebekah Meredith**
Owner of Rebekah MeredithCreative



PREFACE

“Starting a **BUSINESS** is different than selling some stuff.”

Starting a real business requires so much more than having a product. The “so much more” is what this book is about.

You may have noticed (or maybe you didn’t) that all the reviews above this preface are from names you probably don’t recognize. I didn’t spend time seeking out big names to write me a forward or give me a review or beta read my book for me.

My team and I talked about it. We talked about pulling all our connections to get us the highest and biggest names we could get. We even had some really cool people on our list.

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In the end, we decided you wouldn't really care.

I didn't care.

When I was starting my first business I didn't care what millionaire and billionaire investors were endorsing. Maybe I should have. But in all honesty, I really wanted to know was, who could help someone like me.

I wanted to hear from people who were like me. I wanted to know how women were getting started, I wanted to know how to manage the chaos, I wanted to know where to find support. I wanted to know when the money started happening. Where was the money?!

So, my team and I decided to strategically feature reviews and feedback from people who were most like our readers or directly served our readers. We wanted you to hear from people who get you. You are not in this alone, and I wanted you to know that from the very start.

I digress, onto the rest of the book.

BUSINESS BOOKS ARE BORING AF

Seriously, Yawn

I am an avid reader. I read an easy 50 books a year. Not finishing a book invites bad ju-ju. I am not about that.

And yet, I have never finished a business book.

Business books give me 70,000 things to do, they take forever to get to the point, and they are so boring! I would much, much rather re-read some weird sci-fi fantasy than admit I am a schmuck who falls asleep while reading.

WHY WRITE A BOOK

So, why am I writing a business book? Because this is the business book I

needed but could never find.

This is the business book that would have easily saved me over \$100,000.

Countless business owners find themselves in sticky situations. This is the business book hundreds of business owners asked me to write when they realized those sticky situations were avoidable.

There are humans all over the world who want profitable businesses but have no idea how to get there.

This book will give you the steps, easy steps, to getting your business launched and making real money.

STEP-BY-STEP. IN THE RIGHT ORDER.

Learning to run a business is frustrating. We Google our business questions and get twenty-five conflicting answers. Or we don't know what to Google at all. How do you Google, "Why is my business a ridiculous disaster?" and get helpful results?

What about, "What don't I know about my bookkeeping?"

My clients were exhausted (and overwhelmed) from combing through endless business advice for each new topic. They were terrified of making the wrong choices.

More importantly, my clients were sick and tired of making expensive mistakes that could have been avoided.

I have long lost track of how many times I have heard, "Where were you when I started? This information alone would have saved me over _____!" Sometimes that number is \$500, sometimes it is a couple thousand, and sometimes is well over \$40,000.

For me it was over \$100,000.

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This need is how the Launch Your Business Academy started. It is also why I am writing this book. I wrote this book so business owners all over the world can know how to manage and build their businesses correctly.

TO THE POINT

Let's jump in.

You are here because you are building a business and you have no freakin' idea how to get moving or what all the "rules" are.

I am here because I have helped hundreds and hundreds of business owners start and grow their businesses. I know some stuff, you don't know some stuff. I am here to share the stuff I know so you can know more stuff.

Teamwork.

(If you put your hand on the page we can pretend we just high fived. Seriously, do it. I did it! Did you? I really did it. Don't leave me hanging.)

THE SARCASTROPHE

Before we move forward in this book there is one thing you should know. Sarcasm oozes from my very soul. I don't know how to contain it, it just leaks out at the most inappropriate times. I once had a boyfriend break up with me because of my "smart alec attitude". I asked him what it felt like to be the boring one.

The odds of this book being filled with sarcasm is high. However, my sarcasm gets me in trouble in real life, when I think the joke is obvious. I can't imagine the trouble I will be in for sarcasm in writing, when you can't see or hear me.

In order to combat this lack of communication I would like to introduce you to the sarcastrophe. It is like quotation marks but for sarcasm. It looks like

this, ^. When you see ^, you will need to read the next sentence in your largest sarcastic voice. ^Use those voices in your head.^

Get it?

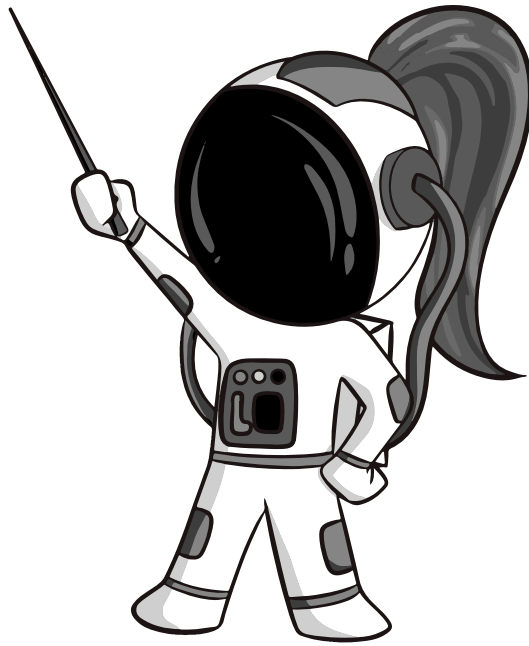
ONWARD HO!

Let's move along.

I literally have nothing else to say here. I hate preamble. I hate small talk. I just want to get to work. My business coach is going to have a big lecture for me when she sees this. But you are building a business! You don't have time to waste while I fill pages to just fill pages.

Seriously, I just deleted 2,400 words for you. You are welcome.

Let's do this! On to actionable steps and education that doesn't make you want to curl up in front of the fire with a much more interesting book.



SECTION ONE

YOU CAN DO HARD THINGS



CHAPTER 1

YOU DON'T HAVE A BUSINESS

“Clearly these multi-millionaires were drunk.”

When I was starting my first business, I binge-watched Shark Tank. It was on all of the time. I was obsessed. However, they just kept saying, “You don’t have a business, you have a product.” I didn’t understand.

I thought a business WAS the goods it sold. If you are selling things then you have a business. ^Clearly these multi-millionaires were drunk. They definitely didn’t have any idea what they were talking about. People with money.^

PRODUCT ≠ BUSINESS

As I write this I am more than fifteen years into business ownership. I have done all the things wrong and learned how to do a lot of things right. One of the things I did right? I finally learned the difference between a business and a product.

An entrepreneur that has a business, has a sustainable machine. It's predictable. There is a plan, a way to grow, a team to support it. A business is systems that work well, a brand that people can care about, and marketing that is actually profitable. A business is repeatable.

A product is none of those things.

Let me explain.

I was a professional wedding photographer for almost a decade. In the course of being a photographer you run across a lot of people who want to tell you how they took a good photo once too. ^Congrats^.

Because other people also, ^took a good photo once^, they often think they can do your job. Here's the difference between a professional photographer and my seven-year-old. A professional can do it again.

Anyone can take a photo. Anyone can take a great photo but a professional can produce the same results again, and again, and again. They can get those great photos in all situations. A professional photographer's great photos are not accidents. They are intentional.

That is what a real business is. It is not a successful accident. It is not a one-time viral video. It is not a hope and prayer and 10,000 photos with the hope one is good. A sustainable business is a business that can repeat and expand success over and over again.

A product is just a thing you hope people will buy.

A product is putting up a sign saying, "flowers" then waiting and hoping for

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people to show up. You have no plan, you don't know how to get the people to show up, you don't even know if you priced everything well. But you have flowers, and they are pretty so you hope people will come buy them.

A product is a hope and a dream. A business is the game plan.

“A business is systems that work well, a brand that people can care about, and marketing that is actually profitable. A business is repeatable.”

FRANTIC OR FAMINE

I am a lover of systems and processes. If you can systematize it, you can repeat it. If you can repeat it, you can measure it. If you can measure it, you can adjust it and make it amazing. So, of course, I have a system for creating a successful business.

When I started my first official business I was twenty. I believed being good at my craft was all it would take to create a successful business. I was a very good photographer and fully anticipated that being good would make me wildly successful.

I just had to get out there, take some photos, show people what I could do and a raging success of a business would follow.

A raging success was not what happened. I had a product, not a business.

While I was good at getting in front of my audience and booking weddings, my business struggled. No matter how hard I worked, I was always in one of two camps. I was either fighting and scrounging to pay the bills or I was so buried in work I couldn't breathe.

I constantly felt pulled from all sides. Everything in my business was chaos.

I tracked everything from payments to whose photos were up next to each

individual order in my head or in a notebook that seemed to always be lost. I worked 12-18 hour days on the regular. I frequently forgot equipment, let clients miss payments, and was late on delivering photos. They looked great, but they were late.

At one point, I had this really amazing assistant named Anita (name is not changed, she would like you to know she is amazing.) Anita would show up at my house a few hours before every wedding, pack and double check gear while I frantically got myself ready in the background.

She created a checklist to keep us on track. Honestly, she was probably sick of panic driving back to my house to pick up the things we forgot. Her checklist outlined every single thing that needed to come with us for a wedding. She also created a “bride emergency kit”. She wore it to every wedding. We were prepared for everything. And I do mean everything.

My clients loved us.

On the outside, I looked really put together. I had this amazing assistant, we were crazy prepared, we were fun to work with, and like I keep saying, we took great photos.

Behind the curtain, it was still chaos. The only thing together in my business was Anita.

This famine or frantic cycle continued for about five years. I lived with it because I thought that was what business ownership was supposed to be. Who was I to complain anyway? I was booking the weddings. I was getting published. I was having fun... when I wasn't crying.

But then I had my first kid. Damn, how those first kids ground us. He was such a sweet kid and the only child of mine that loved me more than his dad. His unplanned arrival in my life knocked my feet out from under me.

I still had weddings to shoot. I didn't have time to stop and have a baby, let alone take care of one. There was nothing in my business to support me

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through this. I was the business. There were no fallbacks, nobody to pick up the slack. It was just me. I had to keep going. I just kept pushing myself and pushing my body.

I was still shooting twelve plus hour weddings when I was eight and half months pregnant. I am fluffy so I hid it well. I didn't tell my clients I was pregnant. I didn't want anyone to think I couldn't do things. Pregnancy, however, made me really sick. I threw up in more than one wedding venue bathroom. My sweet husband was my second shooter by then and he politely covered for me while I tried not to vomit in bushes.

I didn't know how to have a business that supported me. I am not talking financially. I didn't have a business that actually supported me as a human being. My business didn't offer sick leave, give me time off, or even allow me a day's break. Having benefits like time off had never even occurred to me. Business was just endless work. I needed to be tougher.

And so I continued to push myself.

MY BODY BROKE

“if I took a break, there wasn't enough money.”

In the spring of 2015 my body couldn't take it anymore. My consistent, everyday feeling was stress. I was missing important family moments, from boating at the lake to my kid's second birthday. I was crying all the time. Every social interaction was a nightmare. I just felt lost.

Everyday I would ask myself, “Kara, what are you doing with your life?” I never knew the answer. I wasn't sleeping. I was stressed. Constantly stressed. I had had a lot of back issues for years leading up to the spring of 2015. Nothing helped. Then I woke up one morning unable to move.

I could hear my toddler crying in his bed, ready to start the day but I couldn't

go to him. I could barely pull my broken body across the bed to reach my phone. I called my mom to come get my baby. How could I take care of a two-year-old when I couldn't even stand up? The pain was unbearable. Sitting was not an option, standing was not an option. I took all the pain pills I could crawl to then laid on my stomach on a padded bench. Not moving. Trying not to breathe.

AND STILL I WORKED.

I actually had a client who came over the same day to order cards for her daughter's graduation announcements. And I let her. I was high as a freaking kite on pain pills and still I worked.

Sometime after the back surgery I realized I couldn't keep living that way. I couldn't live a life where my family's income was dependent on me pushing my mental and physical health to the very edge. I couldn't live a life where I could never take a break. But, if I took a break, there wasn't enough money.

I had raised and raised my rates. I was the highest paid photographer in my entire county, some of the neighboring counties! But, it didn't seem to matter. I could never slow down because when I slowed down, the money stopped.

I felt trapped in my business.



BUSINESS OWNERSHIP IS NOT FOR THE WEAK

Business ownership is not for the weak or the casual. Most business owners push themselves like I pushed myself. Most business owners don't take vacations. They can't leave their business, they would lose income, too much income.

Most business owners are working themselves to their breaking points. Contrary to popular belief, most business owners are not drowning in money. In fact:

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- 30% of small business owners don't take home any salary (Wood and Fundera)
- Less than 15% of business owners make \$100,000 a year
- Only 9% of business owners make it to \$1 million in revenue (A. and Small Biz Genius)
- Less than 2% of female business owners will participate in hitting that \$1 million revenue mark (Zimmerman and Forbes)

The beginning stages of building a business are brutal. You have to figure everything out for yourself without getting paid for any of your work.

When you work a 9:00-5:00 you get paid even when you are just learning. When you own a business, no one is there to pay you to figure things out. You are your business. There is no management to teach you how to do things, no pre-vetted training to make sure you have all the knowledge.

You don't get paid to go to meetings, to network, to go to conferences, to participate in your local chamber of commerce. On the contrary, most business owners are being taken away from money making activities to attend these types of events.

Businesses are not created overnight. No matter how many video montages make it seem like business success happens overnight, that isn't how it works.

BIG DREAMS I COULDN'T REACH

I had big dreams for my photography studio. None of them involved me working 12-18 hour days. None of them involved me not being available to my family. Yet, that is where I ended up.

I didn't take any conscious steps to end up on that bench, breathing through my teeth as tears pooled underneath me. Complete debilitation wasn't a path I chose. It was a misstep, a mistake somewhere along the way and I had no idea where the mistake was.

Three years, another kid, and countless days of working stupid hours later, my mother talked me into going to a business retreat. The very first question they asked us was, “What are your fears? What about being here makes you nervous?”

With vulnerability that shocked me, I choked out, “I am afraid I have to close my business.” Then I cried. I had spent the last three years trying to fix the problems in my business. I hired. I fired. I hired again. I raised my prices. I lost clients. I found trainings. I paid for business management help. I Googled and Googled and Googled. ^ No matter how many times I Googled, “Why isn’t my business working?” Google never knew the answer. ^

I could not get out of the frantic or famine cycle. The business retreat was a last ditch effort to make my business work for me. This was it. If I couldn’t find the solution at this retreat, it was the end of my business.

FIGURING IT OUT

At that business retreat, I learned about business. Not products, business. Not marketing, business. Up until that point, I didn’t really understand business management. I did not understand the difference between a business and a product.

I didn’t know what a business foundation was, or why it even mattered! I just kept running as fast as I could, hoping I would stop falling down.

This business retreat was the beginning of a whole new world for me. It was like a gear in my brain finally clunked into place. Everything I had been taught up until this point, and I took a lot of classes, were about the “flashy” parts of business. No one was willing to talk about the hard things.

No one was willing to talk about the boring things.

At this retreat I realized I had been running my business like a product. I was

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just going out and trying to sell that product one-to-one over and over again. I didn't have any systems. I made up my pricing. I didn't know why I charged over \$6,000 for a wedding; someone who seemed smarter than me told me to raise my prices.

I didn't have any business strategy. I barely understood the basics of what a strategy meant.

I never had a foundation. I never had a stable business.

I had a product I called a business.

And it was eating me alive.



I TEACH BUSINESS BUILDING

I am very end-game. I don't like trends. I don't like fast cash scams. I like solid. I like sustainable.

When a rocket LAUNCHES it isn't testing the waters. No one is giving that rocket half of their attention just to "see what happens".
NO! When a rocket is launched it demands all of the attention.

Years of planning, building, and testing go into the launch of a rocket. It isn't a cardboard tube, it is a beautiful, well thought out, and intense process. The outside of the rocket has to be built correctly. The skin has to protect it from getting too hot. The nose has to be shaped correctly.

The payload has to be calculated and correctly accounted for. Different rockets are capable of carrying different types of cargo.

The guidance system needs to be correct and reliable. Rockets are not blasted into space without a path and a plan, nor should your business be thrust into operation without a clear path and plan.

When I talk about launching a business, I am not talking about hanging an open sign. Anyone can hang an open sign, just like anyone can take a photo. When I talk about launching your business, I am talking about LAUNCHING your business.

I am talking about creating the systems and direction to make sure your business accomplishes the mission you created it for. LAUNCHING a business isn't just having a product. LAUNCHING a business is creating the whole machine.

(And yes, I did spend a large amount of time learning about rockets just so I could make this comparison.)

A BUSINESS FOUNDATION

In order to LAUNCH a business that can reach your big goals, you need a solid business foundation. You have to understand business management, not just product pushing.

The business retreat I attended revealed my lack of a business foundation. I spent the next several years fixing my business, learning about business management, testing, and putting all of the pieces into a teachable system.

Business grows in very predictable phases. Most people understand that in order to start a business, you have to invest in the business. You have to spend money before you start making money.

There are places in your business when you will have to invest again. You will have to go down before you can go back up. This news comes as a shock to most business owners, who thought the investing was over. We call these s-curves.

The first major s-curve in your business will be your start-up phase. Here you will buy equipment, invest in some signage or maybe a website, you will purchase your product.

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The second major s-curve is one most of us don't see coming. This s-curve, a place in your business when you have to re-invest in order to grow, happens when you cap out on personal time. This is when you need to hire people. It usually hits just under \$100,000.

Most business owners find they really struggle to reach or grow past this \$100,000 mark. Again, only 15% of business owners make it.

Creating a solid business foundation, and doing it right from the beginning, will help you cruise through this \$100,000 s-curve. The more prep and understanding you have at the beginning of your business the less painful each s-curve is. You don't have to get stuck each time you reach for more, you can have the foundation to push through it.

WHAT IS YOUR MISSION?

“We have stars in our eyes and a goal in our soul,
nothing is going to stand in our way. Except ourselves.”

It is really hard to know what you should be doing and what order you should be doing it in.

You have to go from place to place to place for all the different parts of your business. You have one woman who teaches marketing. Then you have to go somewhere else to learn about branding. But in the process you learned you should have started with branding and now none of your marketing makes sense and you need to re-make everything.

Or you have conflicting messages from everyone you go to. You learn about marketing from Suzy but then when you hire Johnny for website design he says Suzy is bat-face crazy. Then you hire someone else to teach you about copywriting and they say Johnny is drunk too!

As I fixed my own business then started and sold three others, I was recruited

to start teaching business education. I was hired, through my consulting and education business, to start teaching other business owners how to fix their businesses.

I had about thirty clients a month that were sent to me through various entities. I very quickly learned I was not the only business owner who was stuck in the frantic or famine cycle. It was an epidemic. Most business owners were stuck; either frantically paddling to stay afloat or completely drowning from lack of cash.

By the time they got to me, they were in trouble.

It is funny how, as new business owners, we don't tend to like to get help. For me, it felt like it wasn't my win. If someone told me how to get there, I wouldn't get all of the credit. I didn't "do it on my own." ^ I want to go back in time to punch that girl. ^

She caused me so much heartache and stress that was never necessary, all because she was too proud to learn from others.

Many of us are like her at the beginning of our businesses. We have stars in our eyes and a goal in our soul, nothing is going to stand in our way. Except ourselves. Then we only reach out for help when we are in desperate trouble.

The business owners who came to me were usually in desperate trouble. They all had the same issue. They were pushing products instead of building businesses. They didn't understand business foundations. They had accidentally built the wrong life and they needed to know how to fix it.

9/10 times the fixes were costly. Re-building your foundation when you are 10, 15, 20 years into business is significantly harder and more costly than building it correctly from the beginning. I hated telling business owners they had to go backwards in order to go forward. I hate sitting on calls with them as they sobbed their hearts out because they screwed so much up at the beginning.

In an effort to help other businesses avoid these heart wrenching phone calls,

DON'T SUCK AT BUSINESS

I partnered with one of the government entities I was working with to find the solution. We searched for the business program that taught new business owners all the steps, in the right order, at the beginning.

We searched for an affordable program.

We never found a good answer, so I created my own.

This book is a summary of that program.

If you are building a business, you don't have to build it alone. You don't have to make it all up as you go. You can have direction, support, and a community to help you reach your goals. You don't have to pay tens of thousands of dollars for help.

I put it all here.

NEXT STEPS

I actually didn't put it all in this book. I mean, I really, really tried but you would never read a book with all the business information. It would be 80,000 pages and you would fall asleep ^like a schmuck^.

So, I have compiled the next steps for you here.

Scan this code or head to the website to get any of the bonuses mentioned in this book.



Scan the code or visit:

launchedacademy.com/book-bonuses