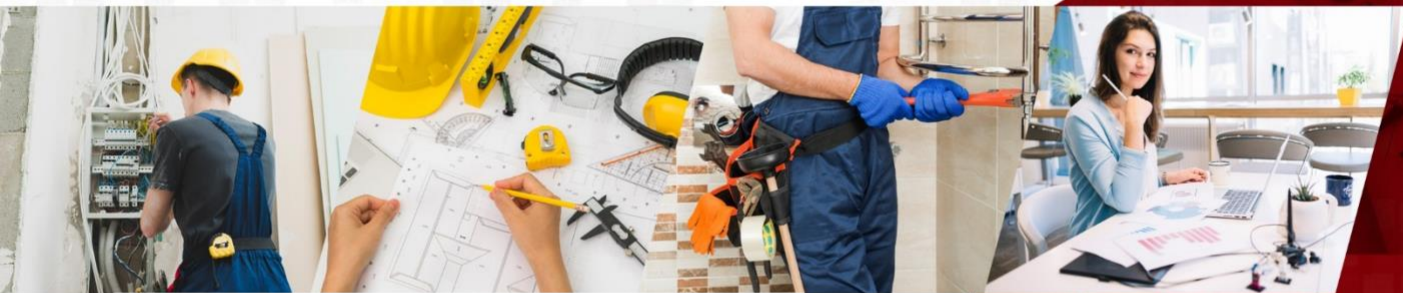




# *Business* LAUNCHER

*Fundamental Steps*  
TO LAUNCH YOUR OWN BUSINESS



AN OFFICIAL PROGRAM OF:

**COMPASSCBS**  
COMPUTER & BUSINESS SCHOOL, LLC

Written By:

**Edgar Rafael Olivo**  
Founder & Business Expert



# TABLE OF *Contents*

- P. 3 ... Welcome Letter
- P. 5 ... 10 Steps to Open Your Business
- P. 7 ... **Part 1:** How to Register Your Business
- P. 9 ... One Page Business Plan
- P. 12 ... What is a Limited Liability Company or LLC?
- P. 14 ... What is an Employer Identification Number or EIN?
- P. 15 ... What is a Transaction Privilege Tax?
- P. 19 ... **Part 2:** 10 Keys to Properly Manage Your Business
- P. 29 ... **Part 3:** Strategies to Create Your First Sales
- P. 32 ... How to Create a Price for Your Product
- P. 33 ... How to Set a Price for Your Service
- P. 37 ... Additional Resources
  - Examples of Financial Statements
    - P. 39 ... Balance Sheet
    - P. 40 ... Income Statement
    - P. 41 ... Cash Flow Statement
- P. 42 ... About the Author

© Copyright 2018. All rights reserved. Compass CBS.

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or any storage system and information retrieval without the written permission of the author, except for the inclusion of brief quotations in an article.

*This intellectual property does not offer or provide legal, medical, financial advice or guarantees of any kind. It is only an opinion and free expression based on the author's philosophy and, as such, cannot be held to liability by the owner or editors or practitioners of this book.*

*Please use at your own discretion.*

***Dedication:***

It is with great honor and gratitude to dedicate this book to my wonderful in-laws, Liliana and Jorge. They have been an incredible force of motivation and support since launching Compass CBS. I am forever grateful to the universe for bringing them to my life.

Thank you, Lili and Jorge.

You are about learn some of the most important steps to start a business. If you already have a business, this course will serve as a refresher in case you are feeling a little lost about your strategy.

We created this program to help our students become business owners and entrepreneurs with an easy-to-understand roadmap to increase their chances for start-up success.

This book is just the beginning of the journey and there is still much more to learn. I invite you to learn about our training programs on our website at [www.compasscbs.com](http://www.compasscbs.com).

We provide professional development training and online learning resources to help advance your business and professional skills. Follow our social media pages on Facebook and YouTube to find more educational tools like our LIVE podcasts and more.

**Connect with us on social media**

**@CompassCBS**

## *Congratulations on Taking the First Step!*

At Compass CBS, we believe business education is an essential component to increase the chances of achieving professional goals, while improving the bottom line of your organization. Our main objective is to provide your team with the skillsets required to grow both personally and professionally. We also take into account the importance of bilingualism as another essential component to workplace productivity - we know firsthand how it increases the market value of your services in today's growing multicultural economy.

*"Learning is a treasure that will follow its owner everywhere." – Chinese Proverb*

We pride ourselves in providing bilingual business education services for organizations with bilingual teams with more than 50 employees. We strive to excel in providing business education in multiple languages because we believe in eliminating barriers to learning in the workplace by cultivating inclusive and productive work communities. Many organizations from small businesses to government agencies to large non-profit organizations have hired our services. Our clients mainly seek our training services to help managers with leadership skills, develop technical skills for frontline employees, and design strategic programs to improve their bottom line.

Our work reaches beyond the classroom! In 2018, we provided professional development training for over 25 key managers as part of a company-wide effort to earn and ultimately win the Best Places to Work Award, a designation given to them by a reputable media organization.

Our programs will help your team with the skills and solutions you need to have a competitive edge in the global economy of the 21st century. Our team has more than 30 years of professional experience in business and professional development. We also specialize in business and financial planning, as well as social media training, leadership coaching and software training services. In addition, your investment in programs with Compass CBS is tax deductible! We also have training subsidy and financial assistance programs for eligible companies. Ask us how!

Many professionals have found our programs and instructors to be fun, dynamic, and organized. Check out all of our recommendations in our social network communities. We invite you to visit our [Facebook](#) and [LinkedIn](#) pages to watch educational videos and follow us to receive business content daily.

Our mentor once said, "Let your work speak for itself". We would love the opportunity to show you our work and earn your business for many years to come. If you would like to discuss over the phone or in-person your specific training needs, feel free to email me at [edgar@compasscbs.com](mailto:edgar@compasscbs.com) or call me at my office at (602) 759-0553.

Sincerely,



**Edgar R. Olivo**

CEO, Founder, Lead Business Trainer

**Business  
LAUNCHER**

**COMPASSCBS**  
COMPUTER & BUSINESS SCHOOL, LLC



## 10 STEPS TO

*Open Your Business*

Use this guide to help you with the process of opening your business.

**Success Is  
Within Reach!**

*1. Ask Yourself First*

Why do you want to open the business?  
What lifestyle, financial freedom or impact do you want to create for yourself and the world?

**Your Personal Reflection**

*2. Study the Market*

Who do you want to help and why?  
Who will buy your product or service?  
Where do they buy and how do they pay?

**Study Your Competitors**

*3. Make It Legal*

What licenses or permits you need to have?  
What other legal considerations are needed to sell your product or service?

**More Information on Page 12**

*4. Write It Down*

What strategy will make you successful? What are your best ideas to achieve your goals?

**Write Your Plan on Page 10**

*5. Find Money to Invest*

How much money is needed to get started?  
Where will you get the funding?

**Ask Your Banker for Resources.**

*6. Set Your Goals*

How much do you want your business to make?  
What are your projected sales and expenses?

**Financial Templates on Page 40**

*7. Create Your Brand*

What do you want your customers to think and feel about your service or product?

**Seek Branding Professionals**

*8. Prepare Your Store*

Where will you sell your product or service? Physical location, mobile, online or delivery?  
How much inventory do you need?  
Who will be on your team?

**Review Part 3 on Creating Sales**

*9. Open Your Business*

Who will you invite to your inauguration?  
What marketing strategies will you use to promote business launch?

**Have a Ribbon Cutting Ceremony**

*10. Be Flexible & Pivot*

After launching, reflect on what working well and what needs to improve? Your goal is to be profitable. It is ok to be flexible with your strategy to stay profitable .

**Keep Your Business Plan Updated**



# *How to Register Your Business*

---



# ● *How to Register Your Business* ●

BEFORE YOU INVEST,  
WRITE YOUR BUSINESS  
PLAN FIRST!

*A Business with a Plan Grows*  
**30% Faster!**

## **A Business Plan focuses on goals:**

Every business is a journey and every journey must begin with a roadmap to reach the destination or you run the risk of getting lost. Creating a business plan is like having a roadmap with steps on how you will grow your business. It is a fundamental step in your launching process.

*"If you take your success seriously, then you should also take your planning process just as seriously."*

*- Edgar R. Olivo*

Need to present ideas for an investment? Do you feel disorganized? Are you looking for financing to grow your business?

### **Why write a business plan:**

Imagine two people take a trip to the same destination. They have never been there before, but only one person has a map to get there. Who will get there first? The person with the map, right? Yes, the person with map may arrive first because they have more information than the other. The other person may still arrive, but what do you think their experience will be? Why will it take them longer?

Business owners who have a plan grow their business 30% faster than they expected. Your business plan is the map to arrive to your destination faster, this gives you an edge to grow.

### ***The most important areas in a business plan are:***

- ✓ Executive Summary
- ✓ Goals & Objectives
- ✓ Sales & Marketing Strategies
- ✓ Industry Research
- ✓ Financial Projections

We recommend writing your ideas in an informal plan before building a formal plan. An informal plan can be as simple as writing in a notebook or scratch piece of paper.

This book provides you with a one-page business plan template to give you a head start in your formal planning process.

# ● One Page Business Plan ●

## WHAT DOES THE FUTURE LOOK LIKE?

**Vision** - What is special/different about your business from your competitors? What does the future look like for your business in the next 5 years?

**Example:** American Express, Provide the world's best customer experience every day.

**Objectives** - What do you want to achieve? How will you measure success and by when do project hitting your goals?

**Example:** Use revenue goals, number of customers, company size. The more specific the better.

## WHAT IS YOUR MISSION & WHO BUYS FROM YOU?

**Mission** - Why do you sell this product or service? What do you promise your customers every time they buy from you? Who is your ideal client? Where are they and how will they find you?

**Example:** Amazon, To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices.

## WHAT DO YOU SELL & WHAT IS YOUR PROFIT MARGIN?

**Product or Service** - Write a list of what you sell along with with the prices you plan to charge your customers. Make sure you also list what your profit margin is on each item.

**Category | Item | What it Cost You | What You Charge**

- 1.
- 2.

## HOW WILL YOU SELL IT?

**Strategies** - What do you need to do to be successful? Who do you need to connect with? What is the best way to promote your business?

## ACTION PLAN:

What are the steps you will take in the next 30, 60, 90 days and 1 year?

Use this guide to help you develop a simple business plan to stay focused on achieving your goals. Write your answers on the next page.

A successful entrepreneur is someone who stays true to a vision and finds a way to overcome challenges that get in the way. This plan will help you stay on course towards your goals.

### CREATING A PLAN IS EASY!

#### Keys to Success:

- ✓ Stay focused on your goals
- ✓ Write it down before investing
- ✓ Review your ideas often
- ✓ Take time to think over decisions
- ✓ Use keywords
- ✓ Update this plan regularly
- ✓ Share it only with people you trust
- ✓ Be as specific as possible
- ✓ Commit

Need more support?

Join our newsletter!

Follow us on Facebook, YouTube and Instagram!

[WWW.COMPASSCBS.COM](http://WWW.COMPASSCBS.COM)

**WHAT DOES THE FUTURE LOOK LIKE FOR YOUR BUSINESS?**

---

---

---

---

---

**WHAT IS YOUR MISSION AND WHO BUYS FROM YOU?**

---

---

---

---

---

**WHAT DO YOU SELL AND WHAT IS YOUR PROFIT MARGIN?**

---

---

---

---

---

**HOW WILL YOU SELL IT?**

---

---

---

---

**ACTION PLAN**

---

---

---

## WHAT IS LIMITED LIABILITY COMPANY OR LLC?

A Limited Liability Company (LLC) is a business structure allowed by state statute. Each state may use different regulations, and you should check with your state if you are interested in starting a Limited Liability Company. Owners of an LLC are called members. Most states do not restrict ownership, and so members may include individuals, corporations, other LLCs and foreign entities. There is no maximum number of members. Most states also permit "single-member" LLCs, those having only one owner.

A few types of businesses generally cannot be LLCs, such as banks and insurance companies. Check your state's requirements and the federal tax regulations for further information. There are special rules for foreign LLCs. (Source [www.irs.gov](http://www.irs.gov))

### The benefits of an LLC:

- ✓ Limits liability for managers/members
- ✓ Personal asset protection
- ✓ Better control for partnerships
- ✓ Flow-through taxation & profit distribution

**REGISTER YOUR LLC:**  
**Your State's Corporation Commission**  
**Registration can cost between \$50 and \$350.**  
**Some states charge to expedite.**

### IMPORTANT TERMINOLOGY

**Physical Address** – Where the business is located

**Entity Name** – Name of your business

**Statutory Agent** - Official representative of your business, not necessarily the owner.

**Mailing Address** – Where you get your mail

**Member/s** - Business Owner/s

**Manager** – Authorized to run the business

**Perpetual** – Business will be registered forever

### COMPLETE LIST OF U.S. CORPORATION COMMISSIONS

State	REGISTRATION LLC / Business Services	State Department of Revenue / Business License
Alabama	<a href="https://sos.alabama.gov">https://sos.alabama.gov</a>	<a href="https://revenue.alabama.gov/">https://revenue.alabama.gov/</a>
Alaska	<a href="http://alaska.gov">http://alaska.gov</a>	<a href="http://www.tax.alaska.gov/">http://www.tax.alaska.gov/</a>
Arizona	<a href="http://azcc.gov">http://azcc.gov</a>	<a href="http://aztaxes.gov">http://aztaxes.gov</a>
AR	<a href="https://www.sos.arkansas.gov">https://www.sos.arkansas.gov</a>	<a href="https://www.dfa.arkansas.gov/">https://www.dfa.arkansas.gov/</a>
California	<a href="http://www.sos.ca.gov">http://www.sos.ca.gov</a>	<a href="http://www.boe.ca.gov/">http://www.boe.ca.gov/</a>
Colorado	<a href="https://www.sos.state.co.us">https://www.sos.state.co.us</a>	<a href="https://www.colorado.gov/tax">https://www.colorado.gov/tax</a>
Connecticut	<a href="http://ct.gov">http://ct.gov</a>	<a href="http://www.ct.gov/drs/">http://www.ct.gov/drs/</a>
Delaware	<a href="https://corp.delaware.gov">https://corp.delaware.gov</a>	<a href="https://revenue.delaware.gov/">https://revenue.delaware.gov/</a>
Florida	<a href="http://sunbiz.org">http://sunbiz.org</a>	<a href="http://floridarevenue.com/">http://floridarevenue.com/</a>
Georgia	<a href="https://ecorp.sos.ga.gov">https://ecorp.sos.ga.gov</a>	<a href="https://dor.georgia.gov/">https://dor.georgia.gov/</a>
Hawaii	<a href="http://ehawaii.gov">http://ehawaii.gov</a>	<a href="http://tax.hawaii.gov/">http://tax.hawaii.gov/</a>

State	REGISTRATION LLC / Business Services	State Department of Revenue / Business License
Idaho	<a href="https://sos.idaho.gov">https://sos.idaho.gov</a>	<a href="https://tax.idaho.gov/">https://tax.idaho.gov/</a>
Illinois	<a href="http://www.cyberdriveillinois.com">http://www.cyberdriveillinois.com</a>	<a href="http://www.revenue.state.il.us/">http://www.revenue.state.il.us/</a>
Indiana	<a href="https://www.in.gov/sos/">https://www.in.gov/sos/</a>	<a href="https://www.in.gov/dor/">https://www.in.gov/dor/</a>
Iowa	<a href="https://sos.iowa.gov">https://sos.iowa.gov</a>	<a href="https://tax.iowa.gov/">https://tax.iowa.gov/</a>
Kansas	<a href="http://www.kssos.org">http://www.kssos.org</a>	<a href="https://www.ksrevenue.org">https://www.ksrevenue.org</a>
Kentucky	<a href="https://www.sos.ky.gov">https://www.sos.ky.gov</a>	<a href="https://revenue.ky.gov">https://revenue.ky.gov</a>
Louisiana	<a href="https://www.sos.la.gov">https://www.sos.la.gov</a>	<a href="http://www.rev.state.la.us/">http://www.rev.state.la.us/</a>
Maine	<a href="https://www.maine.gov/sos/">https://www.maine.gov/sos/</a>	<a href="https://www.maine.gov/revenue/">https://www.maine.gov/revenue/</a>
Maryland	<a href="https://businessexpress.maryland.gov">https://businessexpress.maryland.gov</a>	<a href="http://www.comp.state.md.us/">http://www.comp.state.md.us/</a>
Massachusetts	<a href="http://www.sec.state.ma.us/">http://www.sec.state.ma.us/</a>	<a href="https://www.mass.gov/orqs/massachusetts-department-of-revenue">https://www.mass.gov/orqs/massachusetts-department-of-revenue</a>
Michigan	<a href="https://www.michigan.gov">https://www.michigan.gov</a>	<a href="https://www.michigan.gov/treasury">https://www.michigan.gov/treasury</a>
Minnesota	<a href="https://www.sos.state.mn.us/">https://www.sos.state.mn.us/</a>	<a href="http://www.revenue.state.mn.us/">http://www.revenue.state.mn.us/</a>
Mississippi	<a href="http://www.sos.ms.gov/BusinessServices/">http://www.sos.ms.gov/BusinessServices/</a>	<a href="http://www.dor.ms.gov/">http://www.dor.ms.gov/</a>
Missouri	<a href="https://www.sos.mo.gov/business">https://www.sos.mo.gov/business</a>	<a href="https://dor.mo.gov/">https://dor.mo.gov/</a>
Montana	<a href="https://mt.gov/">https://mt.gov/</a>	<a href="https://mtrevenue.gov/">https://mtrevenue.gov/</a>
Nebraska	<a href="http://www.sos.ne.gov">http://www.sos.ne.gov</a>	<a href="http://www.revenue.nebraska.gov/">http://www.revenue.nebraska.gov/</a>
Nevada	<a href="https://www.nvsos.gov/sos">https://www.nvsos.gov/sos</a>	<a href="https://tax.nv.gov/">https://tax.nv.gov/</a>
New Hampshire	<a href="http://sos.nh.gov">http://sos.nh.gov</a>	<a href="https://www.revenue.nh.gov/">https://www.revenue.nh.gov/</a>
New Jersey	<a href="https://www.nj.gov/treasury/revenue/">https://www.nj.gov/treasury/revenue/</a>	<a href="https://www.state.nj.us/treasury/revenue/">https://www.state.nj.us/treasury/revenue/</a>
new Mexico	<a href="http://www.sos.state.nm.us/">http://www.sos.state.nm.us/</a>	<a href="http://www.tax.newmexico.gov/">http://www.tax.newmexico.gov/</a>
New York	<a href="https://www.ny.gov/services/business">https://www.ny.gov/services/business</a>	<a href="https://www.tax.ny.gov/">https://www.tax.ny.gov/</a>
North Carolina	<a href="https://www.sosnc.gov/">https://www.sosnc.gov/</a>	<a href="https://www.ncdor.gov/">https://www.ncdor.gov/</a>
North Dakota	<a href="http://sos.nd.gov/">http://sos.nd.gov/</a>	<a href="https://www.nd.gov/tax/">https://www.nd.gov/tax/</a>
Ohio	<a href="https://www.sos.state.oh.us/businesses/">https://www.sos.state.oh.us/businesses/</a>	<a href="https://www.tax.ohio.gov">https://www.tax.ohio.gov</a>
Oklahoma	<a href="https://www.sos.ok.gov/">https://www.sos.ok.gov/</a>	<a href="https://www.ok.gov/tax/">https://www.ok.gov/tax/</a>
Oregon	<a href="https://sos.oregon.gov/">https://sos.oregon.gov/</a>	<a href="https://www.oregon.gov/DOR/">https://www.oregon.gov/DOR/</a>
Pennsylvania	<a href="https://www.dos.pa.gov/">https://www.dos.pa.gov/</a>	<a href="https://beta.phila.gov/departments/department-of-revenue/">https://beta.phila.gov/departments/department-of-revenue/</a>
Rhode Island	<a href="http://sos.ri.gov/divisions/business-portal">http://sos.ri.gov/divisions/business-portal</a>	<a href="http://www.tax.ri.gov/">http://www.tax.ri.gov/</a>
South Carolina	<a href="https://www.scsos.com/">https://www.scsos.com/</a>	<a href="https://dor.sc.gov/">https://dor.sc.gov/</a>
South Dakota	<a href="https://sdsos.gov/">https://sdsos.gov/</a>	<a href="http://dor.sd.gov/">http://dor.sd.gov/</a>
Tennessee	<a href="https://sos.tn.gov/business-services">https://sos.tn.gov/business-services</a>	<a href="https://www.tn.gov/revenue/">https://www.tn.gov/revenue/</a>
Texas	<a href="https://www.sos.state.tx.us/">https://www.sos.state.tx.us/</a>	<a href="https://comptroller.texas.gov/">https://comptroller.texas.gov/</a>
Utah	<a href="https://corporations.utah.gov/">https://corporations.utah.gov/</a>	<a href="https://tax.utah.gov/">https://tax.utah.gov/</a>
Vermont	<a href="https://www.sec.state.vt.us/">https://www.sec.state.vt.us/</a>	<a href="http://tax.vermont.gov/">http://tax.vermont.gov/</a>
Virginia	<a href="https://www.scc.virginia.gov/">https://www.scc.virginia.gov/</a>	<a href="https://tax.virginia.gov/">https://tax.virginia.gov/</a>
Washington	<a href="https://www.sos.wa.gov/corps/">https://www.sos.wa.gov/corps/</a>	<a href="https://dor.wa.gov/">https://dor.wa.gov/</a>
West Virginia	<a href="https://sos.wv.gov/business-licensing/">https://sos.wv.gov/business-licensing/</a>	<a href="https://revenue.wv.gov/">https://revenue.wv.gov/</a>
Wisconsin	<a href="https://www.wdfi.org/">https://www.wdfi.org/</a>	<a href="https://www.revenue.wi.gov/">https://www.revenue.wi.gov/</a>
Wyoming	<a href="https://wyobiz.wy.gov/">https://wyobiz.wy.gov/</a>	<a href="http://revenue.wyo.gov/">http://revenue.wyo.gov/</a>
District of Columbia	<a href="https://dcra.dc.gov/">https://dcra.dc.gov/</a>	<a href="https://cfo.dc.gov/">https://cfo.dc.gov/</a>

## WHAT IS AN EMPLOYER IDENTIFICATION NUMBER?

An Employer Identification Number (EIN) is also known as a Federal Tax Identification Number, and is used to identify a business entity. Generally, businesses need an EIN. You may apply for an EIN in various ways, and now you may apply online. This is a free service offered by the Internal Revenue Service and you can get your EIN immediately. You must check with your state to make sure you need a state number or charter. (Source [www.irs.gov/EIN](http://www.irs.gov/EIN))

- ✓ **Employer Identification Number (EIN) is a nine-digit number assigned to your business by the IRS.**
- ✓ **It is used to identify tax accounts of employers and businesses.**
- ✓ **The IRS uses the number to identify taxpayers who must file several business tax statements.**

REGISTER YOUR EIN:

**WWW.IRS.GOV/EIN**

**\$0 (FREE TO FILE) | NEED A SSN OR ITIN**

## BENEFITS:

- **Open Bank Accounts**
- **Establish Business Credit**
- **Separate Your Investments**
- **Organized Tax Reporting**
  - **Insurance Benefits**
  - **And Much More!**

**If you do not have Social Security Number, then you will need to send your ITIN and fill the SS-4 form and send Fax:**

**One of the 50 states or the District of Columbia**

**Internal Revenue Service**

**Attn: EIN Operation Cincinnati, OH  
45999**

**Fax: (855) 641-6935**

**If you do not have legal residence, principal place of business, head office or agency in any state:**

**Internal Revenue Service**

**Attn: EIN International Operation Cincinnati, OH 45999**

**Fax: (855) 215-1627 (within the US)**

**Fax: (304) 707-9471 (outside the US)**

## WHAT IS TRANSACTION PRIVILEGE TAX OR TPT?

Although commonly known as a sales tax, the Transaction Privilege Tax (TPT) is actually a tax to the seller for the privilege of doing business in the state. Several commercial activities are subject to tax and must have this license. A sales tax is a tax paid to a governing body for the sales of certain goods and services. Usually laws allow the seller to collect funds for the tax from the consumer at the point of purchase. When a tax on goods or services is paid to a governing body directly by a consumer, it is usually called a use tax. Often laws provide for the exemption of certain goods or services from sales and use tax. (Source [www.irs.gov](http://www.irs.gov))

If a company sells a product or service subject to TPT, you may need a tax license number from the Department of Revenue of the state where your business operates from. The state collects the tax for counties and cities; however, sales tax rates vary by type of business, the city and county.

Please note that companies with multiple locations or business lines may choose to license each location separately or have a consolidated (and report aggregate sales) license. The cost of a transaction privilege tax permit or sales tax license can be around \$12 to \$150 a year.

- ✓ It is commonly known as a sales tax.
- ✓ It is generally given to businesses that sell a physical product or taxable service (See table below).
- ✓ The state distributes this tax to the county and/or city where the business operates.
- ✓ Tax rates vary by type of business and by city and/or county.

### *TPT applies to:*

- |                          |                          |
|--------------------------|--------------------------|
| • RENTAL PROPERTY        | • COMMUNICATION SERVICES |
| • CONSTRUCTION           | • RETAIL STORES          |
| • PROPERTY BUILDERS      | • RESTAURANTS            |
| • MANUFACTURED BUILDINGS | • PUBS                   |
| • MINING                 | • HOTEL / MOTEL          |

REGISTER FOR YOUR TPT:

**SEE PAGE 12 FOR LIST OF STATES**

**SOME STATES REQUIRE ANNUAL RENEWALS & FILING**


## WHAT OTHER LICENSES DO YOU NEED?

Are you thinking of selling in the following industries? Then you may need to register for a special license or permit. Federal and local governments have special departments for you to get your license. In some cases, you may need to take a test before obtaining a special license or permit. Here are few common examples:

- Farming
- Aviation
- Firearms
- Alcohol
- Tobacco
- Nuclear Energy
- Mining
- Radio & Television
- Hunting
- Truck Transportation
- Marine Transportation
- Commercial Fishing

**WE RECOMMEND YOU SEEK LEGAL ADVICE BEFORE STARTING YOUR BUSINESS!**

### *Putting it all together!*

MARK  when you have completed each of the following:

- DEVELOP A BUSINESS PLAN
- REGISTER MY L.L.C.
- REGISTER MY E.I.N.
- REGISTER MY T.P.T. (See page 13)
- OPEN A BUSINESS BANK ACCOUNT
- CREATE YOUR WEBSITE
- OPEN YOUR SOCIAL MEDIA ACCOUNTS

*Congratulations! Your business is now official!*

NOTES: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## KNOWLEDGE *Review*

1. What are the 3 most important legal registrations you need to establish your business?

---

---

2. What does "Member" mean?

---

---

3. What is a "Statutory Agent"?

---

---

4. What does it cost to register a business in your state?

---

---

5. What is the website to register the business in your state?

---

---

6. What is an "Employer Identification Number"?

---

---

7. Where do you obtain your Employer Identification Number?

---

---

8. How much does the Employer Identification Number cost?

---

---

9. What type of businesses need a Transaction Privilege Tax permit/license?

---

---

10. Where do you file for a Transaction Privilege Tax permit/license?

---

---



*10 Keys  
to Properly  
Manage Your  
Business*

---

## ● *10 Keys to Properly Manage Your Business* ●

### **PREDICTING SUCCESS FOR YOUR BUSINESS**

**Answer the following questions:**

HOW MUCH DO YOU **MAKE?**

HOW MUCH DO YOU **SPEND?**

HOW MUCH DO YOU **SAVE?**

HOW MUCH DO YOU **INVEST?**

A very important key to success is knowing what to do with the profits of your business. It is recommended that you always spend less than you earn, save at least 10% of your profits, and invest another 10% for future plans as you grow. Knowing the answer to these questions will give an advantage to lead your business to greater financial success. The following **10 keys** are shared with you to help you manage your business and stay on course towards your goals.

### **KEY 1: MAKE FINANCIAL TRACKING A PRIORITY, ESPECIALLY IN THE BEGINNING.**

- ✓ We get it, it is easy to postpone boring tasks like financial tracking. Start by saving all of your receipts, tracking your expenses, and save important documents at least 5 years.
- ✓ It is crucial to monitor your income for the financial health and success of your company. You will be glad you did when it is time to apply for a loan, file your taxes, or attract an investor. Start early so it does not become a headache later.

## KEY 2: USE YOUR TIME AND ENERGY WISELY.

- ✓ At first, you are responsible for a wide variety of roles like customer service, marketing, production, and accounting. Take the time to evaluate skill sets and apply them where your business needs them such as customer service if you like interactions with your customers or manage the books if you are not a people person.
- ✓ Delegate responsibilities to your team. Think of your time as an depleting resource, you want to apply it in areas that earn you money. You can always hire help and outsource mundane responsibilities such as accounting and social media.
- ✓ Take the time to identify what you need to do to ensure that your time is used effectively and efficiently in your business.

## KEY 3: INVEST IN AN ACCOUNTING SYSTEM!

- ✓ It is essential to keep your business records accurate, no matter the nature of your business. Without accurate business records, it will be difficult to make management decisions or obtain financing when you need it. Business records are usually the first thing banks and investors want to see to help you and you want to be organized as best as you can. Disorganized, inaccurate business records may also make it difficult to file your tax return or even cause problems with the IRS.
- ✓ Using a program like QuickBooks helps you keep clean accounting records and make business decisions quicker. Check out their pricing and find a subscription to fit your needs. The system is easy to use for you to keep track until it is time to hire an accountant.



## KEY 4: HIRE A PROFESSIONAL EARLY TO AVOID COSTLY MISTAKES LATER.

- ✓ Hire a professional to help you set up important milestones in your business, such as hiring employees, payroll, training, contract reviews, lease reviews, etc. Researching the internet is great when you have a simple question; however, your business is unique to you and you want to ensure you seek professional advice to ensure you stay on track. Preventative and proactive measures are much more expensive than reactionary measures in business.
- ✓ We recommend to keep close the contacts of your banker, lawyer, accountant, business consultant and insurance providers. Make sure to fully research who you hire and who you seek advice from.

## KEY 5: KEEP YOUR PERSONAL & BUSINESS ACCOUNTS SEPARATE.

- ✓ It is important to separate your personal and business expenses because it will be easier to keep track of your finances when it is time to file your taxes. It will reduce the risk of an IRS audit on your personal finances. Make sure to pay your personal bills with your personal account and your business bills with your business account.

## KEY 6: HAVE TIGHT CONTROL OF YOUR EXPENSES.

- ✓ Keep a very close eye on all of your expenses, especially the small expenses. It is very easy to lose sight of how much you are spending when you start generating profits. Not monitoring your expenses can be the one thing you wish you did when you need money to invest later. Your goal is to make money and keep it, not spend it.
- ✓ Use a business credit card and a specific bank account for your business expenses.
- ✓ Anticipate what your tax liability will be and set a goal for how much you want to save.

## KEY 7: STAY ORGANIZED THROUGHOUT THE YEAR.

- ✓ Staying organized is key to long term success! Your business will be in a better position when the time comes to report your taxes or need funding from a lender. You do not want to be scrambling at the last minute for these type of records. Make sure to also stay on top of your schedule, product inventory, client database, legal records, and your finances. You will be glad you did. Use digital programs like Microsoft Excel or Quickbooks to help!

## KEY 8: CALCULATE YOUR ANNUAL PROJECTIONS.

- ✓ Every year, you want to make sure you are on the right track to reach your goals by setting your financial goals each year. If your goals are too easy, then it's time to expand, but the only way to know this is by measuring how well your doing with numbers, not feelings. An accounting system like QuickBooks can help you create a projected budget so you can compare the actual performance of your business with what you projected. Think of your projected budget as a dashboard on how well you are doing as you grow your business.

## KEY 9: DEVELOP A SPENDING PLAN FOR BIG ITEMS.

- ✓ In the beginning, you may not have everything you need to get your business off the ground. That is ok. Figure out what you need now to start generating revenue and make a list of where you will need to make investments later to grow. Your list may include renting or purchasing a bigger space to work, better equipment, updated technology, or hiring employees. Creating a spending plan allows you to invest slowly over time, giving your business the tools it needs to grow organically. Remember, growing a business is a marathon, not a race.

## KEY 10: LEARN THE LANGUAGE OF 'BUSINESS'

In business, there will be many terms and financial documents that will appear confusing to understand. We will discuss the critical financial documents you definitely need to understand to have good control of your business. There are three very important financial reports: Balance Sheet, Income Statement, and Cash Flow Statement.

### ***There are 2 ways to read a financial documents:***

1. **Vertical Analysis:** The document is read from top to bottom.
2. **Horizontal Analysis:** The document is read from left to right.

### ***BALANCE SHEET or 'Statement of Financial Position' (Page 39)***

The balance sheet presents a company's financial position at the end of a specified date. Some describe the balance sheet as a "snapshot" of the company's financial position at a point (a moment or an instant) in time. For example, the amounts reported on a balance sheet dated December 31, 2018 reflect that instant when all the transactions through December 31 have been recorded.

Because the balance sheet informs the reader of a company's financial position as of one moment in time, it allows someone—like a creditor—to see what a company owns as well as what it owes to other parties as of the date indicated in the heading. This is valuable information to the banker who wants to determine whether or not a company qualifies for additional credit or loans. Others who would be interested in the balance sheet include current investors, potential investors, company management, suppliers, some customers, competitors, government agencies, and labor unions. (Source AccountingCoach.com)

***INCOME STATEMENT or 'Profit & Loss' (Page 40)***

The income statement is an often-cited financial statement since it reports a company's net income (earnings) for the most recent year, quarter, 13 weeks, etc. The period of the time covered by the income statement is shown in its heading. The income statement is also known as the statement of operations, results of operations, statement of earnings, profit and loss statement, and P&L.

**The main elements reported within the income statement are:**

**Revenues**, which are the amounts earned through the sale of goods and/or services.

**Expenses**, which include the cost of goods sold, selling, general and administrative expenses (SG&A), and interest expenses.

**Gains and Losses**, such as the sale of a noncurrent asset for an amount that is different from its book value.

The income statement best measures a company's net income during a specific period of time when it is prepared by using the accrual basis of accounting. Under the accrual method the revenues are the amounts that were earned (not the amount of cash received), and the expenses are the amounts that best match the revenues or were used up during the period (not the cash that was paid out). The income statement's bottom line net income or earnings must be reported as a per share amount when the corporation's common stock is publicly traded. (Source AccountingCoach.com)

***CASH FLOW STATEMENT (Page 41)***

The statement of cash flows or the cash flow statement, as it's commonly referred to, is a financial statement that summarizes the amount of cash and cash equivalents entering and leaving a company. The cash flow statement (CFS) measures how well a company manages its cash position, meaning how well the company generates cash to pay its debt obligations and fund its operating expenses. This report also tells you what are the ups and downs in your business during the year. (Source Investopedia.com)

## *More Tips to* **SUCCEED**

---

### **TAKE ADVANTAGE OF THE TECHNOLOGY IN YOUR HANDS.**

Use your smartphone device to download applications that can help you manage your business, your money, your advertising, your social media and customer relationships.

### **AUTOMATE YOUR INVOICES TO GET PAID FASTER.**

You can schedule your invoices to be sent to your customers automatically using your favorite bank or accounting system, like QuickBooks. It helps you avoid forgetting to charge a customer and maintains a healthy cash flow in your business.

### **SHORTEN PAYMENT PERIODS TO GET PAID SOONER (NET TERMS).**

Getting paid on time is one of the biggest headaches for a small business. Net terms are specific time periods or deadlines a customer should pay an invoice, in most cases it is within 15, 30 or 60 days. Many small businesses prefer to get paid the same day the invoice is sent. Always make sure you have a payment due date on any invoice you give your customer.

### **TRACK YOUR PAYMENT METHODS.**

You will be paid in many different ways. Be sure to properly document all cash deposits, checks and credit cards so you can identify how your customers prefer to pay you. This way you can have a good grip on your cash flow. This comes in handy when it is time to pay your bills.

### **HIRE PROFESSIONALS WHO UNDERSTAND YOUR INDUSTRY.**

There are many people who will want to help your business. Be very careful where you seek advice. Be sure to research anyone who offers to help you.

### **SAVE FOR YOUR TAX PAYMENTS.**

Make sure you are properly calculate what your tax liability will be with your tax professional and send your payments on time to avoid penalties.

### **CREATE SYSTEMS TO GROW EFFICIENTLY & STEADILY.**

When you start your business, you will feel like you are doing all the work alone. Document and create systems in every aspect of your business, such as how you sell, hire, and operate your business. Systems give you the flexibility to hire or automate in areas of your business that free your time. Build a business that can run itself so you can invest in other areas of your life.

## KNOWLEDGE *Review*

1. It is possible to predict how successful your business will be if you know where you spend, save and invest your profits.

**True or false**

2. Prioritizing your financial reporting and accounting will give you a better understanding of how well your business is doing.

**True or false**

3. Using a system like QuickBooks helps you manage your business financial reporting.

**True or false**

4. There are three financial statements every business owner should understand: Income Statement, Balance Sheet and Cash Flow Statement.

**True or false**

5. If you you are paying employees, then it is time to hire a bookkeeper or accountant.

**True or false**

Answers:

1. True
2. True
3. True
4. True
5. True



# *Strategies to Create Your First Sales*

---



## ● *Strategies to Create Your First Sales* ●

### DO YOU THINK PRICING IS CONFUSING?

Many entrepreneurs do not like to admit it, but it can be confusing if you have never sold a product or service before. But do not worry, pricing does not have to be confusing. The price you place on your product or service is the monetary value you calculate to sell our goods or services. To determine what price to establish, you can use two methods: **Cost-Plus Method** and **Going-Rate Method**. The Cost-Plus Method involves adding up all the costs you incur to sell the product and then add the profit margin you want to make. The Going-Rate Method determines the price of a product based on the average price similar to another product that already exists in the market while knowing your costs and profit margin.

These two methods should not be used exclusively to determine your price, but they are a great place to start.

On the following pages you will find examples on how to price a **product** using the Cost-Plus Method with a pizza parlor and the Going—Rate Method to price a brake installation **service** as examples.

One of the biggest decisions you will make is whether to charge a high or low price on what you sell. A company can not charge a high price for a basic service and little value added to the customer. In addition, a customer will choose a service closer to home if it is cheaper with proven value over a business that offers the same in a further location. Understanding the landscape of your industry is critical for you to use the Going-Rate Method of pricing. If you want to charge a higher price than your competitor then you must consider how the value you offer differentiates from your competitor. A customer will choose and pay a higher fee where he or she perceives the value is better. A quick tip, always compete with value not price.

## COST-PLUS METHOD (PRODUCT PRICING)

Follow these steps to determine the price for a product, in this case a 'pizza'.

### GOAL: DETERMINE YOUR 'COST PER UNIT'

What it will cost your company to build or create one unit of product.

**EXAMPLE:** Company purchases 5,000 units for \$10,000.

(Paid) \$10,000 / (Quantity) 5,000 = \$2 per unit  
(*This amount does not include a profit.*)

### STEP 1: DETERMINE YOUR 'VARIABLE COSTS'

What it will cost you to increase more than one product over time.

Flour	\$0.50
Yeast	\$0.05
Water	\$0.01
Cheese	\$3.00
Pepperoni	\$2.00
<b>Total</b>	<b>\$5.56 per pizza</b>

### STEP 2: DETERMINE YOUR MONTHLY 'FIXED COSTS'

What you will pay to keep the business open over time.

Labor	\$1,500
Rent	\$3,000
Insurance	\$200
Marketing	\$500
Utilities	\$450
<b>Total</b>	<b>\$5,650 monthly</b>

### STEP 3: DETERMINE YOUR SALES GOAL

**Example:** Say you want to sell 10,000 pizzas per month (Goal).

**Cost Per Unit = Variable Cost + (Fixed Cost) / (Goal)**

**Cost Per Unit = \$5.56 + \$5,650 / 10,000 = \$6.125 or \$6.13**

### STEP 4: DETERMINE YOUR PROFIT MARGIN

**Example:** Say you want to make 100% Profit Margin on each pizza or double what it costs you.

<b>\$12.26</b>	=	<b>\$6.13 +</b>	<b>\$6.13</b>
<b>SALES PRICE</b>		<b>COST PER UNIT</b>	<b>PROFIT MARGIN</b>

### STEP 5: STUDY THE MARKET & COMMIT TO YOUR PRICE AND VALUE.

**Example:** Say your competitors charge less or more. What price will you choose to sell?

<b>\$10.00</b>	=	<b>\$6.13 +</b>	<b>\$3.87</b>
<b>COMPETITOR SALES PRICE</b>		<b>COST PER UNIT</b>	<b>PROFIT MARGIN</b>

**Your turn! What will you charge and what is your profit?: \$ \_\_\_\_\_**

## GOING-RATE METHOD (SERVICE)

Follow these steps to use the Going-Rate method of pricing. We will determine the price of a brake installation service as an example.

### STEP 1: HOW MUCH DO YOUR COMPETITORS CHARGE FOR THE SAME SERVICE?

Find out by doing research on the internet or calling them yourself.

#### Examples of the Going-Rate for a brake installation service:

Competitor A	\$79
Competitor B	\$95
Competitor C	\$89

---

**Your price: \$90**

### STEP 2: CALCULATE YOUR MONTHLY EXPENSES

Add up all of your monthly expenses, including your desired pay.

Rent	\$1,000
Labor (Your pay)	\$2,500
Utilities	\$750
Phone	\$100
promotions	\$500

---

**Total \$4,850 Monthly Expenses**

### STEP 3: DIVIDE THE MONTHLY EXPENSE BY 160 HOURS IN A GIVEN MONTH.

Most business owners will work full-time in their business. This is the same for an employee who works 40 hours a week, 4 weeks a month, equating to 160 hours per month of work.

**$\$4,850/160 = \$30.31$  or  $\$32$  an hour (Labor Rate), round it up to  $\$35$  an hour.**

### STEP 4: DETERMINE YOUR COSTS & PROFIT MARGIN

Brakes	\$20 per brake to install
Installation	\$35 an hour per brake install (Labor Rate)
Subtotal	\$55 breakeven point

---

**You Charge \$90 per brake installation**      *What is your profit?* \_\_\_\_\_

### STEP 5: DETERMINE YOUR SALES GOALS

**GOAL:** \$10,000 per month      *How many jobs will you have to sell?* \_\_\_\_\_

## MORE STRATEGIES TO CREATE MORE SALES!

**The best strategies to use depend on the type of business you have, industry trends and location. These tips will give you more sales ideas!**

**Measure your success!** Always have a way to measure how well you are doing with your marketing investments. This will help you decide whether to keep or change strategies quickly.

**Ask your customers to recommend you!** Your best customers want to recommend your services, but you need to remind them. Create referral programs to reward and thank your customers for referring you business.

**Use the power of the internet!** There are so many great ways to showcase your products and services using the internet. You want to set a marketing budget to invest on optimizing your website through digital marketing and search engine optimization (SEO).

**Create a sales funnel!** Your client needs to know how to buy from you. Having a complicated sales process is risky for your business and you can lose out on sales. Be sure to develop a clear and easy to way for your customers to buy from you. Do they buy online? Visit your store? Call your business? How do they place an order? How do they get the product or service?

**Attend business conferences and grow your network!** You can meet a lot of new business colleagues at business events who are also interested in growing their business. Be sure to connect with colleagues who complement your services so you can establish a strong customer referral base.

**Make sure you have business cards!** It is very important to always make a good impression when you encounter a potential customer and having a professional business card is an easy way to do it. It is very embarrassing when an interested person wants your contact information and you do not have a business cards on hand. Make sure you always have some in your wallet, purse or car.

**Create a loyalty program!** A loyalty program rewards your customers for shopping with you. Think about how and what you can offer your customers when they buy from you. For example, a customer buys 10 cups of coffee and the 11<sup>th</sup> one is FREE.

**Offer FREE samples of your product!** Customers love free stuff and you build trust. Create a budget to offer your customers free samples where possible. This way they can try something before buying.

**Upgrade your marketing materials regularly!** Update your strategy and marketing materials regularly. It keeps your brand fresh and keeps your customers' attention longer.

**Use your business to serve your community!** Companies are in an excellent position to contribute greatly to good causes in the community. Try to sponsor an event or program to a worthy cause.

**Give presentations about your business!** Preparing presentations is an excellent way to develop your public speaking and leadership skills. You want your customers to perceive you as a leader.

**Keep your social media pages active!** Think of your social media pages as your virtual store. Be sure to be posting regularly to make sure your customers feel that your business is active and available.

**Make sure you have a website!** Your website *is* your online business card and store. Make sure you have it updated regularly and easy to navigate for your customers to make purchases.

**Build relationships with your local media stations!** Local media exposure is an excellent way to get your name out and reach potential. Write compelling press releases about exciting events in your business. They are always looking for a story to cover.

**Be sure to keep in touch with customers via newsletters!** There is still a large segment of people who do not use social media and prefer to be connected to you via email. Be sure to build your email database and send electronic newsletters regularly to keep your customers updated about your business.

# KNOWLEDGE *Review*

**WHAT DOES IT MEAN?**

Cost Per Unit: \_\_\_\_\_  
\_\_\_\_\_

Variable Costs: \_\_\_\_\_  
\_\_\_\_\_

Fixed Costs: \_\_\_\_\_  
\_\_\_\_\_

Cost-Plus Method: \_\_\_\_\_

Going-Rate Method: \_\_\_\_\_

What 5 keys will you use to create sales in your business:

1: \_\_\_\_\_

2: \_\_\_\_\_

3: \_\_\_\_\_

4: \_\_\_\_\_

5: \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# *Additional Resources*

---



# ● Balance Sheet ●

YOUR COMPANY NAME HERE

	BEGINNING as of mm / dd / yyyy	PROJECTED as of mm / dd / yyyy
<b>ASSETS</b>		
<u>Current Assets</u>		
Cash in Bank	_____	_____
Accounts Receivable	_____	_____
Inventory	_____	_____
Prepaid Expenses	_____	_____
Other Current Assets	_____	_____
<b>TOTAL CURRENT ASSETS</b>	_____	_____
<u>Fixed Assets</u>		
Machinery & Equipment	_____	_____
Furniture & Fixtures	_____	_____
Leasehold Improvements	_____	_____
Land & Buildings	_____	_____
Other Fixed Assets	_____	_____
Accumulated LESS	_____	_____
<b>TOTAL FIXED ASSETS</b>	_____	_____
<u>Other Assets</u>		
Intangibles	_____	_____
Goodwill	_____	_____
Deposits	_____	_____
Other	_____	_____
<b>TOTAL OTHER ASSETS</b>	_____	_____
<b>TOTAL ASSETS</b>	_____	_____
<b>LIABILITIES AND EQUITY</b>		
<u>Current Liabilities</u>		
Interest Payable	_____	_____
Accounts Payable	_____	_____
Taxes Payable	_____	_____
Notes, Short-Term	_____	_____
Short-Term Loans	_____	_____
Other Current Liabilities	_____	_____
<b>TOTAL CURRENT LIABILITIES</b>	_____	_____
<u>Long-Term Debt</u>		
Bank Loans	_____	_____
Notes Payable to Stockholders	_____	_____
Other Long Term Debt	_____	_____
<b>TOTAL LIABILITIES</b>	_____	_____
<u>Owners' Equity</u>		
Invested Capital	_____	_____
Retained Earnings-Beginning	_____	_____
Retained Earnings-Current	_____	_____
<b>TOTAL LIABILITIES &amp; EQUITY</b>	_____	_____



# ● Cash Flow Statement ●

Your company name here: \_\_\_\_\_

Fiscal Year Begins:

	Jan-00	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	YEARLY
<b>Revenue (Sales)</b>													
Category 1													0
Category 2													0
Category 3													0
Category 4													0
Category 5													0
Category 6													0
Category 7													0
<b>Total Revenue (Sales)</b>	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Cost of Sales</b>													
Category 1													0
Category 2													0
Category 3													0
Category 4													0
Category 5													0
Category 6													0
Category 7													0
<b>Cost of Sales Total</b>	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Gross Profit</b>	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Expenses</b>													
Salaries													0
Payroll													0
Outside Services													0
Supplies (Office)													0
Repairs & Maintenance													0
Car, Delivery, Travel													0
Accounting and Legal													0
Rent & Related Costs													0
Telephone													0
Utilities													0
Insurance													0
Taxes (Real Estate, etc.)													0
Interest													0
Depreciation													0
Other expenses (specify)													0
Other expenses (specify)													0
Other expenses (specify)													0
Other expenses (specify)													0
<b>Total Expenses</b>	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Net Profit Before Taxes</b>													
<b>Income Taxes</b>													
<b>Net Operating Income</b>	0	0	0	0	0	0	0	0	0	0	0	0	0



Edgar is a Hispanic Author, Award-Winning Entrepreneur, Bilingual Business Strategist and Trainer, Social Media Influencer, Business Correspondent for Univision Arizona, and future business lawyer. He is passionate about serving professionals with financial education, leadership skills, and digital literacy to gain a competitive edge and maximize their value in the 21st century economy. His business students and clients refer to him as the Swiss Army Knife of business skills training.

He has served as board member to several community organizations in Arizona such as Marisol Federal Credit Union, Hope's Crossing, Arizona Humanities, Create Academy and the East Valley Hispanic Chamber of Commerce.

In 2012, Mayor Greg Stanton honored Edgar with the Key to the City of Phoenix for his work on the H.E.R.O. Veterans Initiative and is the recipient of the 2015 Hispanic Business Salute Award bestowed by Telemundo Arizona and Arizona Hispanic Chamber of Commerce. In 2016, he was recognized by the EVHCC with the Community Leader Award and the United States Hispanic Chamber of Commerce recognized his company at their National Annual Convention.

Edgar's work is regularly spotlighted in numerous major media outlets such as CNN Latino, Phoenix Business Journal, AZ Business Magazine, and Univision Arizona, to name a few. Most recently, Edgar's path led him to become a Business Correspondent for Univision Arizona with a podcast show "Hablemos de Negocios con Edgar Olivo" and a Facebook Live program called "Empresarios UniDX" to educate viewers on business topics for Spanish-speaking audiences. Edgar also hosts his own Live Podcast show called "Energiza Tu Negocio" or "Energize Your Business" on Compass CBS social media channels.

He has over fifteen years of corporate experience with Fortune 100 and 500 companies with roles in finance control, business development and organizational management. In 2011, he founded Compass CBS, and in 2016, opened the first bilingual business training center in Arizona, according to USHCC, and serves hundreds of professionals annually.

Edgar is certified in business, finance, and training. He holds a business communication degree and applied business data analytics certificate from the W.P Carey School of Business at Arizona State University.

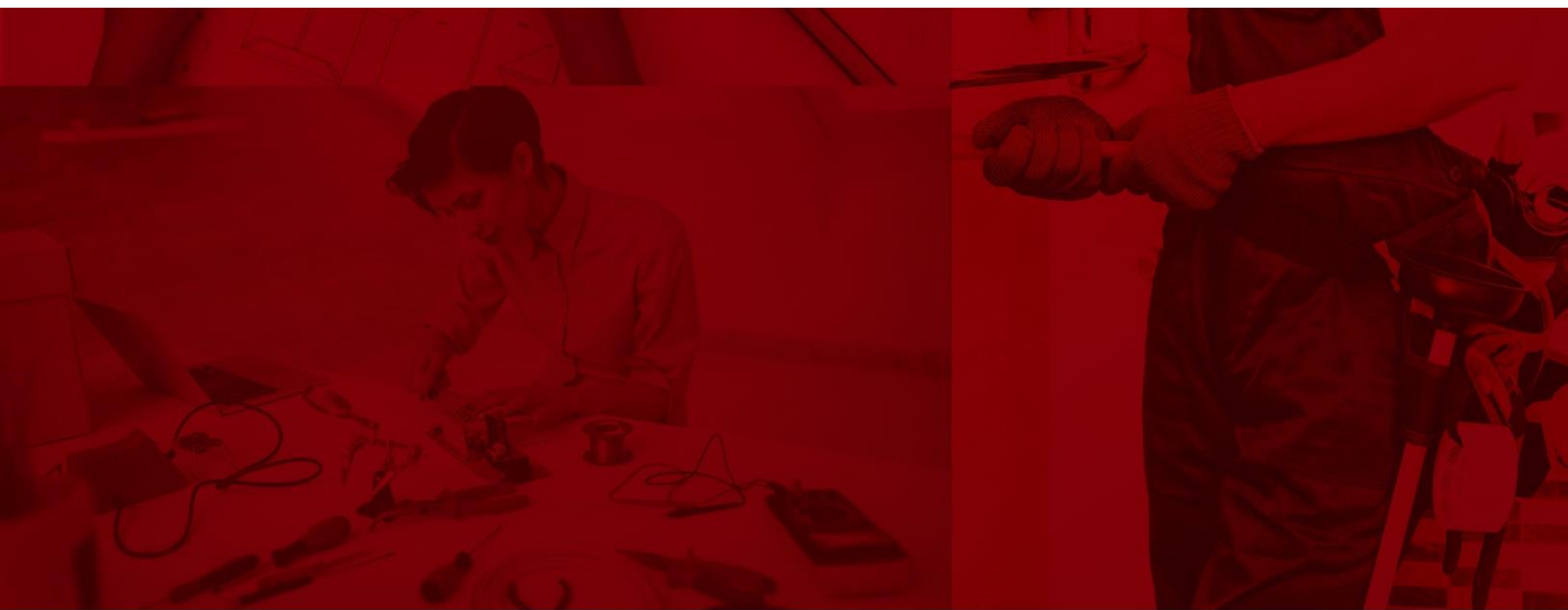
Edgar is a first born Mexican-American son of immigrant parents and the eldest of eleven siblings.

Check out our YouTube and Social Media pages to watch our podcasts and learning videos!

@CompassCBS



# *Business* LAUNCHER



AN OFFICIAL PROGRAM OF:

**COMPASSCBS**  
COMPUTER & BUSINESS SCHOOL, LLC



@CompassCBS

WWW.COMPASSCBS.COM