

SAFE SHIELD CONSULTING
THE BUSINESS ARCHITECTS
INTEGRITY, EXPERIENCE, RESULTS



HOW TO LAUNCH A SUCCESSFUL SMALL BUSINESS



**7 CRITICAL ELEMENTS TO A HIGHLY PROFITABLE
BUSINESS IN 90 DAYS OR LESS**

Hello fellow entrepreneur, I'm business start-up consultant Kent Gustafson. I'm a long-time entrepreneur and the founder of Safe Shield Consulting and Kent Gustafson Coaching.

Whether you have been operating a business for a while or are just starting out, I'd like to congratulate you on your decision to pursue your dream of owning a business! Over the past 12 ½ years I've guided over 2,200 people through the process of starting, building, and protecting a successful business. Now, I'm excited to share that experience with you!

There are 7 critical elements involved in starting, growing, and protecting a successful business and if that's your goal, I'm quite confident you'll find this exclusive guide extremely valuable.

So if you're ready to learn how to start and/or grow your business and greatly increase profitability, let's get started!

1: Develop a Strategic Plan

While I can't guarantee that a strategic plan will ensure the growth and success of your business, I can guarantee that if you don't have one you will most likely fail... FAST!

Anyone who has ever traveled knows that you can't get to where you want to go without really good directions, or a detailed map. Guess what? The same is true of growing, and sustaining, successful business.

Whether you are just starting out or have been operating for a while, it is critical that you clearly outline your goals, identify the challenges you will face in reaching them, and create a focused plan for how you will overcome these obstacles and achieve your goals.

I've seen far too many people think that if they simply work hard, that will be good enough and they will succeed. It may happen occasionally, but I can promise you it is the exception, not the rule.

I've written countless strategic plans and the framework of a really good plan is always the same: targeted goals, obstacles that have been well thought out and researched, and distinct action steps that will enable you to overcome the obstacles efficiently, and effectively. The plan should be very concise and actionable.

If your objective is to build a great business that is both profitable AND sustainable, you will need a really good strategic plan to get you there.



2: Implement Sound Financial Practices

Implementing sound financial practices and carefully managing your cash flow are imperative to sustaining a profitable business.

From adopting a budget, tracking expenses, eliminating leakage, taking advantage of all deductible expenses, and maximizing your capital... your success will be dependent on you to demonstrate wisdom, and discipline, in this key area of your business.

Tracking expenses, identifying and eliminating leakage, and firm budgeting require diligence and time, but when you learn to excel in these areas you will see increased profitability... I guarantee it!

Additionally, many businesses have some significant advantages when it comes to deductible expenses. It's critical that you hire an accountant who's experienced in serving the small business industry and capable of giving you sound advice and guiding you to the best tax structure. Making the wrong decision could carry huge monetary consequences resulting with you paying way too much in taxes, and causing undue financial hardship.

Surround yourself with reputable advisors who will help you plan and position you to make good decisions and minimize your tax liabilities.



3: Create a Corporation or LLC

Properly formed and managed, a Corporation or LLC is a legal entity structure that provides you with personal liability protection. This means that in the unfortunate event that your business endures financial hardship or is facing some type of litigation, you, cannot be held personally liable.

While the primary function of the Corporation or LLC is to provide personal liability protection to you as the business owner, there are also some tax advantages available to you as a Corporation or LLC that simply are not available to you as a Sole Proprietor.

If you are operating a business as a Sole Proprietorship or under an Assumed Name, you are putting your business and personal assets at great risk. It's impossible to achieve the highest level of profitability while operating under a cloud of risk and it would be in your best interests to establish a Corporation or LLC to protect you moving forward.

As previously mentioned, however, it is vital that the Corporation or LLC is formed properly by a trained professional. There is much more to this process than filing a form on a government website, or trusting a low cost online filing service using cookie cutter templates, to set up your business.

The key to proper formation and management of your Corporation or LLC is first understanding the specific details that make your business unique so that it can be tailored specifically for you. Consult a business formation expert with a proven track record in establishing Corporations and LLCs for Small Business Owners. They will explain the differences between the two structures and help you choose the option that's best for your situation.



4: Complete A Marketing Analysis

A vast majority of businesses fail to be as successful as they could be simply because they never take the time to complete a thorough analysis of their marketing strategies and practices.

Marketing is much more than “how you attract new customers”. Marketing should be deeply rooted in you, your brand, and what your business stands for (and how that sets you apart from your competitors in the area).

It’s quite common for people to assume that if they put up a sign, send out some flyers, run a radio or newspaper ad, or create a Facebook page they have effectively marketed their business. They believe they are well on their way to success and sit by the phone just waiting for it to ring.



The reality is that marketing doesn’t stop with attracting customers. When assessed comprehensively and executed properly, your strategic marketing practices will establish high retention rates with existing customers, strong and consistent referrals, and even allow you to increase rates without any pushback from your customer base. Don’t believe me? I’ll prove it to you.

5: Effectively Manage Your Business

A key foundational pillar of long-term success is your ability to manage your business efficiently, and effectively.

The majority of Small Business Owners get so consumed with working IN the business that they fail to devote any time or energy to working ON the business, and this is a critical mistake.



Working IN the business is the day-to-day operations: Talking to clients, managing inventory, order fulfillment, solving problems, and paying the bills.

Working ON the business is making certain that your business is structured properly and resting on a firm foundation. It's the time you spend focusing on business growth, developing strategic marketing ideas, and ensuring that you're operating it efficiently and effectively, in order to guarantee that you are maximizing your profitability.

Unfortunately, this is an area of failure for far too many Small Business Owners and creates a massive roadblock on the path to success. You see, you can do a great job of working IN the business, but if you fail to excel in managing the business properly you will always struggle to reach the level of success you desire.

6: Thoroughly Assess Your Insurance Needs

Every business carries a certain degree of liability. Certain industries (think construction or daycare), come with higher risk than the average business. Determining the specific areas of liability that could negatively impact your business and ensuring that you have sufficient coverage is critical.

This process starts with an in depth analysis conducted by a qualified insurance advisor who has the industry knowledge and experience required to evaluate your risk and advise you accordingly. I've seen many small businesses negatively impacted due to the wrong policy or inadequate coverage. Also, it's important to verify you are not overpaying for coverage or duplicating any coverage, which decreases your profitability.

Seeking out the right insurance professional and developing a trusted relationship is a crucial component in building, and protecting, your successful business. Additionally, it can help eliminate future financial hardships



7: Consult a Professional Advisor

If growing and sustaining a successful business is your dream, schedule a consultation with a professional advisor who has the experience and proven processes needed to ensure your business has a firm foundation.

After all, how can you possibly make informed decisions if you've never been down this path before? The simple answer is: You can't.

Accepting that you “don't know what you don't know” is the first giant step forward and is critical to your future success.

Whether you are just starting out or are already operating, there are a host of business requirements to address, in addition to the essential steps I've already covered in this guide. Consulting a seasoned advisor who can lead you through every part of the process will be well-worth your time and could be the difference between success or failure for your business.

A professional advisor will guide you through the development of a Strategic Plan, conduct a marketing analysis, and will help you establish a Corporation or LLC, working closely with you to ensure that your business is structured properly and guaranteeing that you have the firm foundation necessary to fully protect your business and personal assets.

A trusted partner will also advise you on how to implement sound financial practices in your business including budgeting and expense tracking, and cash flow management. They will teach you how to manage the business properly, saving you an enormous amount of time, frustration, and money as you learn the art of small business financial management.

Most importantly, an experienced advisor with a proven track record will be able to walk alongside you, hand-in-hand, throughout this process and put you in the best possible position to achieve the success you dream of.



Having guided 2,200 business owners through this process over the past 12 ½ years, I find great satisfaction in helping people achieve their dreams and I would welcome the opportunity to help you too!

To schedule your free consultation with me, simply book a time that works for you by accessing [my booking page here](#).

Or you can simply copy and paste this link into your internet browser <https://safeshieldconsulting.com/booking>.

You can also contact me by email at kent@safeshieldconsulting.com.

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