SMALL BUSINESS SETUP PROPOSAL & INFORMATION

ALLOW US TO GUIDE YOU INTO YOUR ENTREPRENEURIAL CAREER

PROPOSED BY

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ABOUT THE COMPANY

MJW Careers is a national privately held company headquartered in Wilmington, NC. Founded in 2003, MJW Careers is focused on small business setup support. MJW Careers is dedicated to making it easy for companies to handle the transition and utilize our tools to assist their employees with gaining new employment.

Thank you for considering MJW Careers for your Small Business Startup Training needs. Our program is designed to guide aspiring entrepreneurs, freelancers, and small business owners through the entire process of starting and running a successful business. From initial planning to execution, our cradle-to-grave approach ensures you have the tools, knowledge, and support needed to thrive in your new venture.

PROVIDING QUALITY SMALL BUSINESS COACHING TO ENSURE YOUR ENTREPRENEURIAL EFFORTS GO ABOVE AND BEYOND TO PROVIDE YOU WITH YOUR NEW LIFE.

PROGRAM OVERVIEW

Our Small Business Startup Training program covers all essential aspects of launching and sustaining a small business or freelance operation. Below is an outline of the key areas we will address:

1. Accounting & Financial Management

- Business Structure: Establish an S-Corp for financial benefits like payroll, unemployment, and retirement plans (401k/SEP IRA).
- Financial Tracking: Use Excel for a simple yet effective money-in, money-out tracking system.
- Payment Systems: Start with Venmo/Zelle for payments, with PayPal as a third option.
- Industry Pricing: Research and adopt industry-standard pricing, whether per word or per page.
- Banking: Set up a Business Checking account to manage your finances efficiently.
- Tax Management: Track all income and expenses, only reporting non-1099 income when filing taxes.

PROGRAM OVERVIEW

2. Legal Considerations

- Non-Disclosure Agreements (NDA): We provide templates to protect your business ideas.
- Contracts: Use industry-standard templates for service agreements or consult LegalZoom for personalized documents.
- Business Registration: Register your LLC, obtain an EIN, and set up General Business Liability Insurance.
- Compliance: Assistance with setting up annual reports, personal property listings, and other state-mandated filings.

3. Website Development & Online Presence

- Domain & Hosting: Guidance on choosing and purchasing a domain (GoDaddy) and setting up hosting (Siteground).
- Website Creation: Work with professional designers to create landing pages and a complete website.
- Google My Business: Setup to enhance your online visibility.

PROGRAM OVERVIEW

4. Marketing & Branding

- Brand Development: Assistance with logo creation, brand kits, and consistent color and font schemes.
- Social Media Setup: Establish your presence on LinkedIn, Yelp, Instagram, Twitter, TikTok, and YouTube.
- Content Creation: Develop a content calendar to maintain an active and engaging online presence.
- PR & Networking: Utilize PR Newswire and networking opportunities to promote your business.

5. Sales & Lead Generation

- Sales Funnels: Set up automated sales scripts and funnels to streamline client acquisition.
- Networking: Leverage LinkedIn, attend conferences, and explore ghostwriting or contract work opportunities.
- Lead Management: Use tools like Calendly for scheduling and Amazon for self-publishing.

PROGRAM OVERVIEW

6. Long-Term Support (Additional Premium)

- Ongoing Services: Monthly social media management, website maintenance, email marketing campaigns, and accountability coaching.
- Document Preparation: Help with quotes, estimates, invoices, and other necessary entrepreneurial documents.

PROGRAM STRUCTURE

The Small Business Startup Training program includes 7 comprehensive sessions tailored to your unique needs. Each session covers specific areas, from business planning to operational improvements, ensuring that you are fully equipped to launch and grow your business. The entire program is only $3,000. Small investment for a large cash-flow payoff.

ABOUT THE PRESIDENT

Our president, Matt Warzel, has over 870 LinkedIn recommendations, over 24,000 LinkedIn followers, over 100 Google recommendations, over 200 Facebook recommendations, and has been career and business coaching for 20 years. Send us a message right now to get started!

Matt is a Certified Professional Resume Writer (CPRW), career coach and outplacement expert with experience in Human Resources, Human Services and career advancement techniques. He helps create resumes that assist clients in transition from downsizes to re-entry or military-to-civilian, as well as individual job seekers needing to advance their careers. Matt has a long history working in Human Resources and on recruitment/staffing teams across a variety of industries. He fashions resumes that allow employers to review the applicant's transferable skills, proficiencies and industry 'speak'. Matt is focused on highlighting the client's accomplishments with special emphasis on PAR- and metric-based, quantifiable verbiage that demonstrates specific impacts to the employers' bottom lines, while still maintaining brevity.

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Thank
you