



Office Hours



Welcome to Office Hours

- A relaxed, informal, free mentoring program
- Held every Monday at Noon Pacific Time
- The recording will be available online, along with some previous week's recordings
- All recordings will be archived in our member's area



The Reasons

- Being a successful small business owner is a great experience!
- But it's tough - you need training
- I want you to get to know me
- I care – I want you to succeed!



Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A



Before We Get Started

- Join our Facebook Group: Brilliant Business
- If you have attended or listened to **four or more** Office Hours presentations, I want to speak with you personally.
 - Call me at 415.997.8001
 - Go to www.SchedulePaul.com and pick a time



Today's Topic:

Options Abound! -

The Many Different Types of Small
Businesses



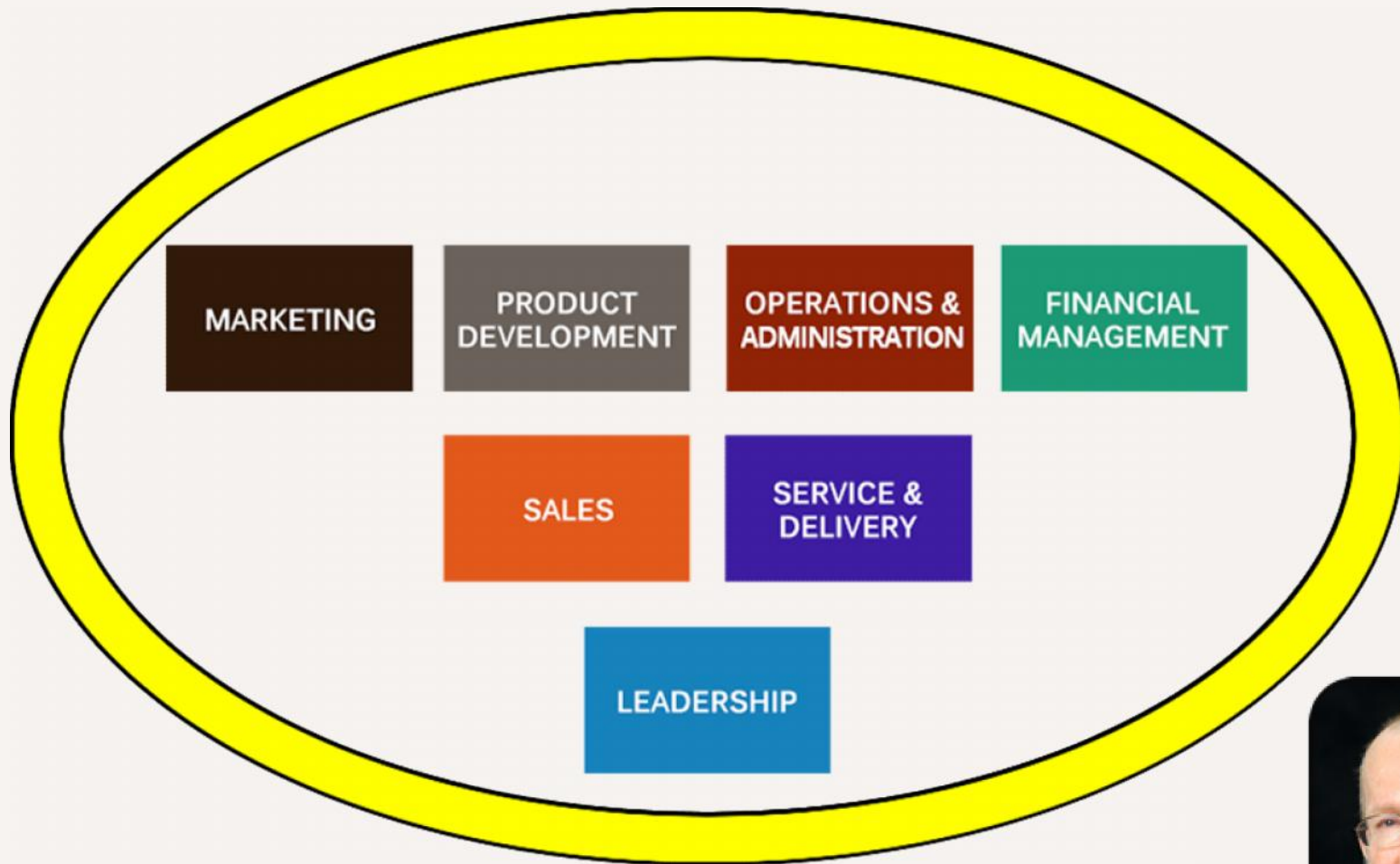
The Key Performance Areas



The Key Performance Areas



The Key Performance Areas



Agenda

- Review of Business Complexity Profiles
- The Business Class Factors:
 - Effort
 - Capital
 - Education and Training
 - Time to Financial Stability
 - Complexity
 - Probability of Failure



Business Complexity Profiles™

| | L | M | S | F | O | P | S | Total |
|------------------------|---|---|---|---|---|---|---|-------|
| Selling Roses | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 9 |
| Car Wash | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 11 |
| Hot Dog Stand | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 13 |
| Mall Kiosk | 2 | 2 | 4 | 3 | 3 | 3 | 4 | 21 |
| Florist | 2 | 3 | 4 | 4 | 4 | 2 | 4 | 23 |
| Coach | 3 | 6 | 6 | 3 | 3 | 2 | 6 | 29 |
| Licensed Therapist | 2 | 5 | 5 | 3 | 5 | 5 | 5 | 29 |
| Consulting Firm | 3 | 5 | 6 | 3 | 3 | 4 | 5 | 29 |
| Construction | 5 | 6 | 5 | 5 | 5 | 3 | 3 | 32 |
| Doctors Office | 6 | 2 | 2 | 6 | 6 | 7 | 6 | 35 |
| Government Contracting | 3 | 6 | 7 | 7 | 5 | 4 | 5 | 37 |
| New Simple Prod | 4 | 8 | 6 | 6 | 6 | 7 | 5 | 42 |
| Software Startup | 7 | 6 | 8 | 7 | 4 | 9 | 4 | 45 |
| New Medical Device | 7 | 7 | 8 | 6 | 7 | 9 | 8 | 52 |

Class Factor 1: Effort

- Some businesses can be started and run
 - part time, or
 - in your spare time.
- Others require 40-50 hours / week
- Others require 60-80 hours / week
- Others require a massive commitment



Class Factor 1: Effort

- Part-time, Spare Time:
 - Lemonade Stand, MLM, Catalog Business
- Full-time:
 - Hot Dog Stand, Coach, Therapist
- Extra-time:
 - Consulting Firm, Construction
- All your time:
 - Consumer Product, Software Startup, Medical Devices



Class Factor 2: Capital

- Some business require very little capital to begin (\$200 - \$10,000)
- They have a “low cost of entry”
- Others require \$Millions!



Class Factor 2: Capital

- Low Cost of Entry
 - Lemonade Stand, Coach, Consulting Firm, Catalog Business
- Moderate Cost of Entry
 - Hot Dog Stand, Mall Kiosk
- High Cost of Entry
 - Florist, Therapist
- Very High Cost of Entry
 - Consumer Products, Software Startups, Medical Devices



Class Factor 3: Education & Training

- Little Education and Training:
 - Lemonade Stand, Catalog Business, Coach
- Moderate
 - Florist, Therapist, Consultant, Construction
- High
 - Doctors Office, Consumer Product, Software Startup, Medical Device



Class Factor 4: Time to Stability

- Some Are Very Quick:
 - Lemonade Stand, Catalog Business
- Some Take Longer
 - Coach, Consultant, Florist, MLM, Construction
- Some Take “Forever”
 - Doctors office, Government Contracting, Consumer Product, Software Startup, Medical Device



Class Factor 5: Complexity

- Some Businesses are Very Simple
 - Lemonade stand, Hot dog stand, Car Wash, MLM
- Some are Moderately Complex
 - Mall Kiosk, Therapist, Consulting Firm
- Some are Very Complex
 - Doctors Office, Government Contracting
- Some are “Off the Chart”:
 - Consumer Product, Software Startup, Medical Device



Class Factor 6: Probability of Failure

- Some have a High Probability of “Success”:
 - Lemonade Stand, Catalog Business, Florist, Franchise, Business Purchase
- Some are Moderately Probable
 - Mall Kiosk, Coach, Consulting Firm
- Some are Low Probability
 - Consumer Products, Software Startup, Medical Devices



Small or Large?

- Increasing the size of your business:
 - May increase your effort
 - Will increase the capital required
 - Will increase the education and training requirements
 - Will increase the time to become financially stable
 - Will decrease the probability of success



Summary

| | E | \$\$ | Ed | Time | Comp | Prob | Total |
|-------------------------|----------|-------------|-----------|-------------|-------------|-------------|--------------|
| Lemonade Stand | 1 | 1 | 1 | 1 | 2 | 2 | 8 |
| Catalog Business | 1 | 3 | 2 | 3 | 3 | 3 | 15 |
| MLM | 4 | 2 | 3 | 3 | 3 | 9 | 24 |
| Coach | 4 | 2 | 3 | 6 | 6 | 7 | 28 |
| Consumer Product | 8 | 8 | 8 | 8 | 8 | 9 | 49 |

Homework / Exercise

- Understand what Class of business you are creating, and how it compares to other business options you may have
- Pick the size /scale that is right for you
- Get help to understand your Business Complexity Profile™ and your Business Activity Profile™



Open Q & A – in a minute

- Comments and questions on the topic of the day
- Any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on
- Post in the Brilliant Business Group



Announcement – New Program!

- Conversations on personal and spiritual growth
- Based on my current and future books
 - Remember (2005)
 - The Practice of Awakening (2010)
 - TPOA II – The First Light of Joy (2013)
 - The Universal Laws of Creation (2014?)
- Contact me if interested!



My Programs

- Consulting / Coaching Services
- Library / Membership Program
- Beyond Business Survival

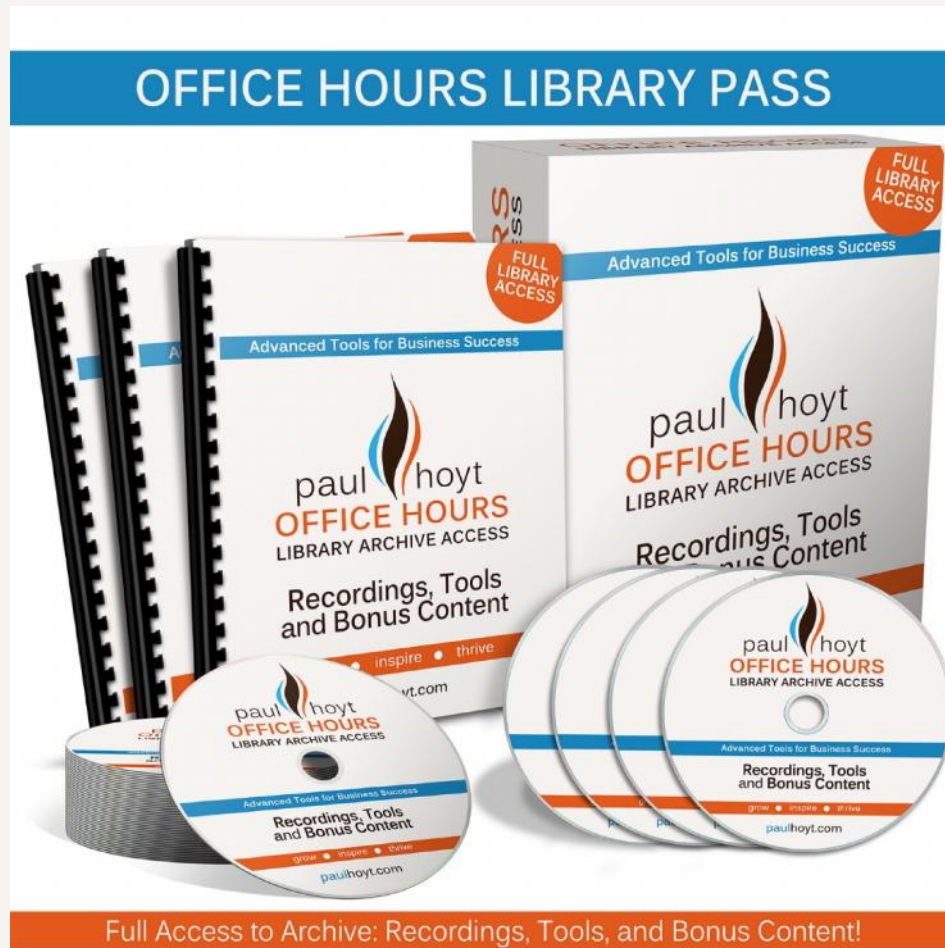


Services

- Immediately available for private mentoring, strategic plans, business plans, and financial models
- Programs start at \$200



Paul Hoyt Library Membership



Paul Hoyt Library

- All Office Hours recordings
- Dozens of business document templates, spreadsheets, processes, agreements, etc.
- Bonus inspirational messages
- I'm adding to it every week



Paul Hoyt Library

- Three pricing options:
- **Lifetime:** \$279 one time payment
- **Annual:** \$79 / year
- **Monthly:** \$9.38 / month



Beyond Business Survival

- Critical small business owner training
- “What you need to know when you’re the CEO”
- If you don’t get the training you need, you will make a lot of critical mistakes that will **slow you down** or **shut you down!**
- This program can save you \$10,000, \$20,000, \$50,000 or more!



Beyond Business Survival

- Self-paced, on-demand learning program
- Audio with complete transcripts
- Dozens of critical success principles
- **Only \$497**
- **Bonus:** includes a **lifetime membership** in the Paul Hoyt Library! (**\$279 value!**)



Join Me!

- Connect with me on Facebook:
 - Personal friend
 - Paul Hoyt Business Page
 - Brilliant Business Group
- Get your Energy of the Day!



Next Office Hours: April 14th

- Topic is: TBD
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!



Open Q & A

- Comments & questions on the topic of the day
- Any other issues
- Your take-aways and insights
- Survey: www.PaulsSurvey.com

Contact Me at paul@paulhoyt.com

call or text: 415.997.8001

www.SchedulePaul.com





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