



NEW ON-DEMAND TRAINING

4 STEPS

TO STARTING YOUR BUSINESS THE RIGHT WAY

AVOID THE MISTAKES AND START A BUSINESS THE
RIGHT WAY SO THAT IT WILL BE EASIER, FASTER,
AND WITH LESS RISK FOR YOU



Complete Video Training Transcript

Introduction:

Hi, this is Myrna Tam-Natividad, your Mommy Negosyo, and I'm super excited to show you how you can learn to overcome your fears and self doubt.

And finally, start the business that you have always dreamed about.

Now, who is this video for?

Well, this training is designed primarily for achievement oriented women who want to have a consistently better source of income, and experienced business success, so that they can model business success for their family members, give them a better quality of life and help give jobs to other Pinoys as well.

Now, my goal is to show you the wrong and the right ways to start and grow your business so that you can achieve success faster, easier, and with fewer risks, using the tried and tested roadmaps to success that I and my mentees have discovered throughout these many years.

My Business Story

Now, there are a lot of speakers online, so why should you even listen to me?

Well, it's because I became Mommy Negosyo or your Mommy N not because I'm super smart, or that I have impressive business degrees.

But it's because of the mistakes I committed in my 40 years as a businesswoman, and six years as a business mentor and coach for more than 1000 mentees already in the food cart business water refilling stations, bigasan, bakeshops, sari-sari stores and minimarts, businesses both online and offline.

And I have seen all the possible business mistakes that we Pinays can commit. And I myself have committed most of them in my more than 20 failed businesses in those 40 years.

Now, one reason is that I did not know how to start and run a business. I was not a graduate of any business course in college, my husband and I, we were both not graduates of any business course. But we own retail stores.

We were also franchisees of a big computer school system. We went into food production and food service, manufacturing, we offered courses like college courses and TESDA courses. We provided technical services like being partners of Globe in installing broadband units, and service centers of known computer brands and printers. We went into MLM businesses, we went into leasing, e-commerce and other other businesses. Now this is not to brag, but to show you that we have done something similar, if not exactly the same as your dream business.

And so there's always something you can learn from our experiences and our years of mistakes. Also, because we did business through trial and error, we got into a debt of almost 50 million pesos in just 30 years. What worked was our unwavering faith that God loved us and that he will help us overcome.

I was also relentless in investing in my growth, actually I invested in more than a 1000 books, more than a 100 seminars and courses. I saw teachers, I found mentors both here and abroad.

And I also hired coaches to help me apply what I learned. So these were the results we got. Firstly, our businesses turned around one by one. And we were able to pay off all our debts after many years. And at 60 years old, my husband and I were finally able to retire.

We sold some of our businesses and only focused on those that we enjoy. And finally we turned our remaining businesses over to our kids whom we are very proud of for doing a really, really great job. We are very happy that they were able to grow our business to more than 30 physical stores in different cities, as well as to grow them online.

And now we are living our dream, traveling, meeting old friends and making new ones all over the world. We also love visiting our grandchildren. Now I'm enjoying my life as a lifelong learner, and sharing my mistakes and my valuable learning. I love helping women start and grow their businesses from week to week, from month to month, from year to year, especially those who are like me, those who did not finish business courses and are now struggling to start and grow their businesses.

Why Businesses Fail

So in this free lesson, my goal is to help you avoid the many mistakes that I and my mentees have committed by helping you start your business the right way so that it will be easier, faster and with the least risks for you.

And you'll be able to do this with a tried and tested 4 steps in my Start Your own Business Binoy Roadmap that I have developed from all that I have learned from my mentors, as well as from my own experiences.

Now step one is the very important foundation and that is to discover your business calling.

Do you know what keeps 98% of us from starting our dream business? Well, it's the wrong belief that I need a big capital to start the business. We make the mistake of thinking of the capital first, when it should be the third step.

How can you know how much capital you need if you don't even know what kind of business to start?

Right? It's like, not applying for a job thinking that you are not qualified when you do not even know what the qualifications are.

Sayang, right? What if you were exactly the same person that they have always been looking for?

Well, I started with zero capital 40 years ago.

But you may say, Mommy N, that does not apply now. Okay. This is an example. I met a 26 year old millionaire just last week, she started her online business with only 3000 pesos four years ago, selling an ordinary household product. She was only 22 at that time and fresh from college.

Now the question for you is, was that amount difficult to produce?

There are many stories of those who started with very small amounts of capital, and who succeeded.

And there's no reason why you can't do it as well. Right?

4 Steps to Start a Business

So start your business not by worrying about capital, but with *discovering the right business idea first*.

Step 1:

Start by finding out what your business calling is.

Now, Mommy N, you might say, “How do I find the best business idea if I don't know anything about business?”

Well, what I discovered is that the idea is already in you. It's just something that you've taken for granted, but it has already been present throughout your life. What you just need is someone with a business inclination to see it and point it out to you. For instance, I have a mentee who has been a virtual assistant for more than five years already.

Since she was a teenager, she had been suffering from skin asthma. For years, she has constantly been in search of skin products that would not irritate her skin. Through her own experience, and research and

experiments, she discovered how to make her own bath soap.

It was funny that she did not even think of it as a business idea. Instead, she even had to join MLMs, sold supplements, sold pension plans and she even tried several businesses that did not prosper before she came to me.

And then she discovered that her business calling is simply to help other people with skin asthma like her so that they can enjoy the handmade skin irritant free soap and skin products that she can sell online. This sounds like common sense, right? But common sense is not common practice.

Now most people fail because they follow the advice of people who did not even have any business experience. Just like us. We listened to good friends and relatives who had the best intentions, but the wrong advice. Many failed because they copied the businesses of others who succeeded without knowing what their business secret really was.

We also made that mistake, and I hope you don't fall into that hole as well.

Or they follow the recommendation of celebrity endorsers or expert bloggers on YouTube.

Have you seen those endorsers online? Or some of them were invited by people who were only interested in getting their downlines not caring whether the business is really for them or not.

And many have also been scammed by fake franchisors who were actually just interested in selling their equipment or food carts. I've been there, I've done all of these, and I failed many times.

So don't commit any of my mistakes. And if you don't get anything else from this video, please, please, please at least remember this before you spend a single centavo in your business, discover your business calling first.

Okay. All right.

Step 2:

Find your minimum viable product.

Again, 98% of us believe that the first thing in starting a business is that we should ask what products should I sell or make? Well, the mistake is we start by making or buying one product after another.

And then we desperately try to sell them. And when we fail, we try another product and another one and another one until we find one that clicks.

Now this trial and error is a very expensive process, right? So most of us, especially OFWs would ask me something like bigasan or water refilling stations or food carts, okay ba Mommy N, and I'd help them learn about where to find their customers first.

Because without customers who are sure to buy from you, your business will surely fail.

You see, after discovering your calling, the next step is to find the group of customers that need what you have to offer.

Who are they?

What needs do they have that you can satisfy better than any competitor can without lowering your price?

Where are they and how can you best communicate with them?

Only after you have made sure that there are enough of them who will consistently buy what you have to offer. And at your price you are selling it, should you even start designing your product.

This is the minimum viable product.

And finding this is the most difficult and time consuming part of the roadmap. This is where most of my mentees need a lot of guidance and support. Because for most people, it's almost impossible to do it alone.

Step 3: Plan, Capital, Permits

Now, once you've found your MVP, your minimum viable product, you will now go to step 3, which is to plan. It says plan, capital, and permits.

So based on your experience in the previous step, in step two, all you need here is to plan out what your business needs are so that it can operate and compute the needed capital for it. It is only here where you face the need for capital.

Most of my mentees discovered that they did not even have to be scared about capital at all. So based on your success, by this time, you can now make a clear plan on how to recover whatever you or your partners will invest in your business.

So you can now confidently withdraw your savings, borrow from creditors or even invite partners in because you already have proven that your concept works, you have a viable product.

And with that you are now ready to legalize your business by applying for all the needed business permits.

Step 4: Start Your Business

And from here, you can finally start your business, you are now officially a business owner after the blessing and the inauguration party, then you will be busy running the business yourself or with a few people that you trust.

Now look, what most people do not know is 99% of business owners get trapped or stuck in this stage and are unable to grow or scale.

The owners become so engrossed, so busy with the day to day operations for 10 years, 20 years or 30 years or even more, and they become slaves of their business. You see them all around you in your neighborhood.

Small stores that were small when you were still a child. And still, they are still small now, now that you have already grown up. This is why just when you're starting, this is the best time to consider going to the next level.

And start thinking about hiring and training people, marketing to a bigger market, selling more and more often, making sure there are just enough products to sell at all times and not too much. Using technology to make things more efficient, monitoring your numbers to make sure that everything is going the way it should.

And the most important thing is to continue to invest in your own growth. You see, your business will only grow to the extent that you will. When you think you know it all.

That's when your business will start to decline. And finally die. New technologies, new competitors, new trends will come.

So always keep abreast of them to stay relevant to your customers. You know that there are many ways to go from one place to another, you can either walk by drive or take a plane, you know that there are advantages and disadvantages for each way. Right?

Walking allows you to enjoy the scenery, but it's also dangerous and super slow. Starting a business is the same.

You can start a business by trial and error just like I did.

But that is low and dangerously risky. I fell into potholes, went into dead end roads and it took me 40 years to finally get out of the mud towards business success. And that was not fun.

So let me share with you the most important thing I learned from my journey.

Technical staff like accounting, marketing, human resource management, you can learn that from a business course or from YouTube. It only accounts for 20% of your business success actually, you can see the proof all around you.

How many of your classmates who finished the business course in college are successful business owners now?

So what is the remaining 80% Mommy N?

Well, it's all about you and me, the business owner.

What stops us is fear, confusion, ignorance, uncertainty and resistance. And that is understandable.

Business lessons are easy for achievers like us. But it's the 80%, it's our beliefs, our attitudes and mindsets that get in the way.

And what helps is coaching and mentoring by someone who has been there.

A business woman who is also like you, a woman, a daughter, a sister, a wife, a mother and even a grandmother, someone who has failed again and again and who has learned valuable lessons and now who can see things from a vantage point.

Seeing the root causes behind the roadblocks. She knows when her mentees need to be held accountable and how to support them.

Looking back, a plane would have been faster for me to get to my destination. There were no coaches and mentors, like Mommy Negosyo when I was 25 years old.

And this is why, even now in my retirement, I'm committed to be Mommy Negosyo for achievement, and growth oriented women like you, who are willing to invest in themselves, to grow their business faster and easier with minimal risks.

So, let's recap.

This lesson was about the four steps in the Start Your Own Business Pinoy Roadmap, and how taking a plane is faster, easier, and has less risks than walking towards your goal.

Now you have a few options.

Option 1: Do Nothing

Option one is to do nothing, you don't have to listen to me, even if I've learned so much from more than 40 years of trial and error and I'm still learning now, and if you don't listen, then nothing will change.

But my guess is, you won't be watching until this point, if you're happy where you are, right?

Option 2: Do It Yourself

So you have option two, which is to do it yourself.

You see, I cannot share with you every little thing I learned in this short video.

So if you follow this roadmap and do your best to implement the four steps sequentially, and not interchange them, you can succeed without my help, because this is a tried and tested roadmap.

The implementation, though, is the most difficult part.

It took me more than 40 years of learning through trial and error, almost 50 million pesos of debt from my mistakes, to learn my business and life lessons.

So if you are prepared to do what I did, to commit all those mistakes, then maybe this is the best option for you.

Option 3: Work with Me

But you have one more option.

The last option that you have is for you and me to work together as a team to implement these four steps in the Start Your Own Business, Pinoy Roadmap.

You can do it with me, I can guide you every step of the way through the technical and your own emotional stuff, and help you launch the business of your dreams.

So book, your free clarity call now, for us to talk about how we can move you forward.

Now, I'm guessing if you're still here, there's probably a question on your mind.

You might be asking, why should you book that call and talk to me?

Well, I want to help you make the right decision.

Rest assured that whichever option you choose will be fine with me. I will not get angry, I will not get hurt, I will not take it personally if you say no, I will not. I will also not pressure you.

All I want is to help you make an informed choice.
Okay?

Is Starting a Business Right for You?

Now you could be wondering, is starting a business really for me?

Well, I'm sure that this is not the first time you thought about business, right?

And if you're still here watching now, after, after so many minutes, it means that you really are interested.

This is how we are called to business. I'm sure you know others who have no interest at all in talking about business and who do not even consider business as an option for their careers.

So it's clear, believe me, you have been called, and you will not rest until you follow your calling.

Promise.

How Much Work Does It Take?

Now, you may be asking how much work is required to work with me? Now I will not sugarcoat it for you.

All businesses will require hard work in the beginning, for about three to five years of your life.

So if your goal in starting a business is so that you don't have to do as much work as what you're doing now, so that you can just relax on the beach, then please don't book a call with me anymore.

But if you are willing to invest your time and your effort to finally build the business that you know will eventually set you free, then please book the call and you will not regret it.

Free Resources vs. Coaching

Now, if you're like me, you will be asking this question, too.

Do I really need this coaching and mentoring program where there are so many resources online for free?

Well, you're right, we are both right.

There are millions of free resources online that will work for us.

Now the question is, which of the videos should we watch? And in what sequence should we watch them?

Now if we don't know, we'll just suffer from information overload.

Just as I have many times when I tried to save that money for enrollment in a course.

What you need actually is not more information, but the right few pieces of information for you to implement to your specific situation as quickly as possible.

I had many books to give me information before but what I lacked was the support and guidance to implement the right information at the right time.

This is why I'm only helping women achievers who don't want to waste time and who want to get one on one support from need so that they'll never feel lost or confused on how to move forward.

Book Your Call Now

So if that's you then book your call now so you can finally start the business that you've always dreamed about today.

So here is your link on the screen. Do take a screenshot of it.

Yes, you can take a screenshot of it now.

Alright, and if you have already booked your call, I'll just see you in the Zoom call. Okay?

So see you later. Bye for now.