



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

Presented by Myrna "Mommy Negosyo" Tam-Natividad



**WHO IS THIS FOR?**

# THIS TRAINING WAS DESIGNED PRIMARILY FOR...

## ACHIEVEMENT-ORIENTED WOMEN WHO WANT TO:

- have a consistently better source of income, and
- experience 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

# **MY GOAL...**

**I'll show you the WRONG and the RIGHT ways  
to START and GROW your business  
so that you can ACHIEVE SUCCESS easier, faster,  
and with fewer risks, using the tried and tested  
ROADMAPS to success.**

# WHY YOU SHOULD LISTEN

**Hi! My name is**  
**Myrna Tam-Natividad**

**I'm your**

**"Mommy Negosyo"**

*Mommy N*



# Hi! My name is **Myrna Tam-Natividad**

- 40 years as a businesswoman
- 6 years as a business mentor and coach of more than 1,000 mentees
- committed most of business mistakes in my more than 20 failed businesses



# Our Businesses



# Our Businesses

- franchisees and owners of retail stores

**SOPHIA**  
JEWELLERY



# Our Businesses

- franchisees and owners of retail stores
- food production, and service



# Our Businesses

- franchisees and owners of retail stores
- food production, and service
- manufacturing
- education



# Our Businesses

- franchisees and owners of retail stores
- food production, and service
- manufacturing
- education
- technical services, MLM, leasing, e-commerce and other businesses.



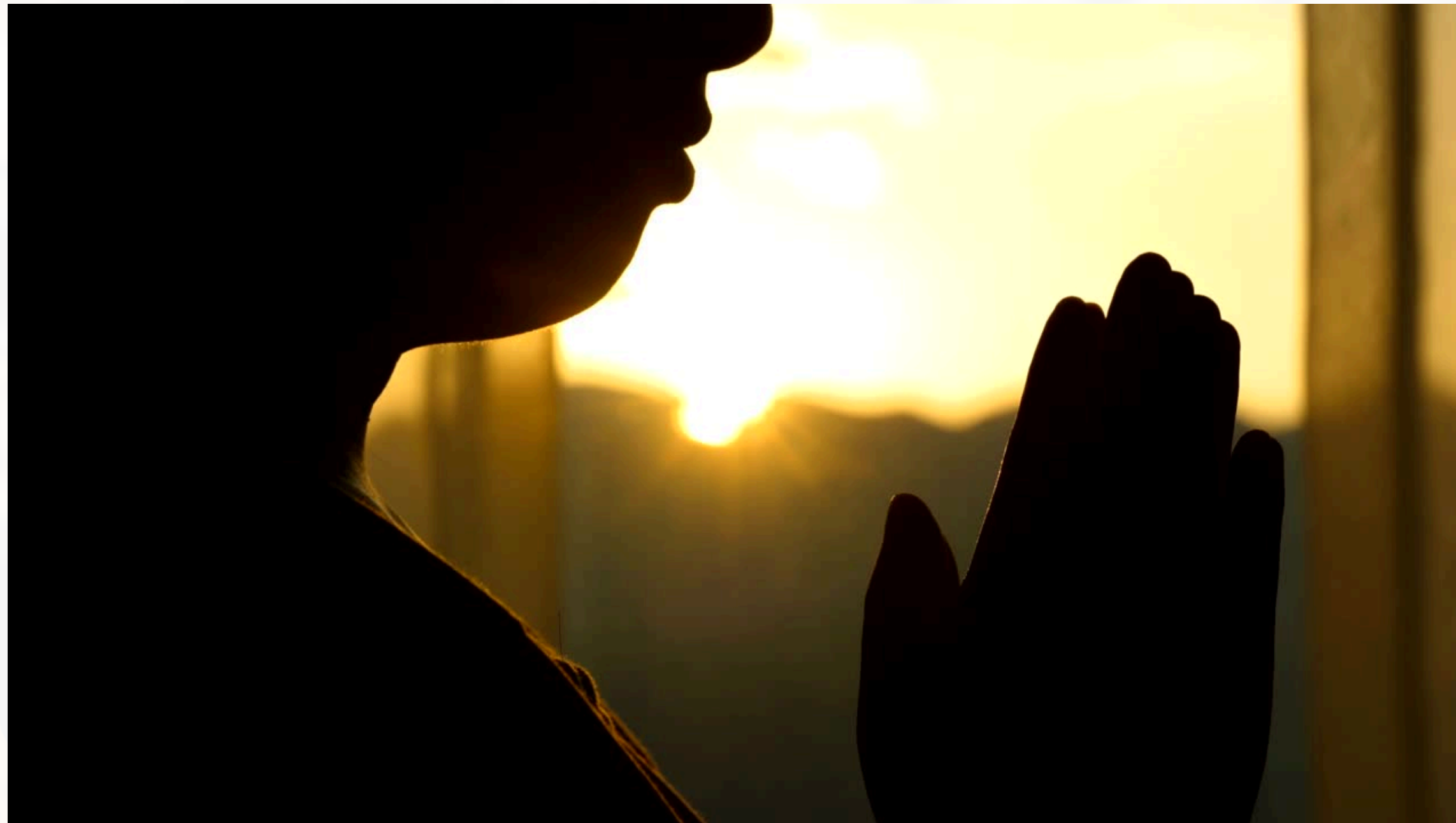
**Globe**



**Debt of almost P50 million  
in 30 years**

**DEBT**

# What worked



# What worked



I invested in:

# What worked



I invested in:

- books
- courses
- teachers, mentors, and coaches

# Results

  
**SOPHIA**  
JEWELLERY

- businesses turned around one by one



# Results

- businesses turned around one by one
- paid off all our debts

# DEBT

# Results



- businesses turned around one by one
- paid off all our debts
- able to retire

# Results

  
**SOPHIA**  
JEWELLERY

- businesses turned around one by one
- paid off all our debts
- able to retire
- focused on businesses that we enjoyed



GROW YOUR BUSINESS, PINOY!



# Results



- businesses turned around one by one
- paid off all our debts
- able to retire
- focused on businesses that we enjoyed
- turned our remaining businesses over to our kids

# Results



- businesses turned around one by one
- paid off all our debts
- able to retire
- focused on businesses that we enjoyed
- turned our remaining businesses over to our kids
- grow them to more than 30 physical stores in different cities, as well as online

# Living the Dream



# Living the Dream



# Living the Dream



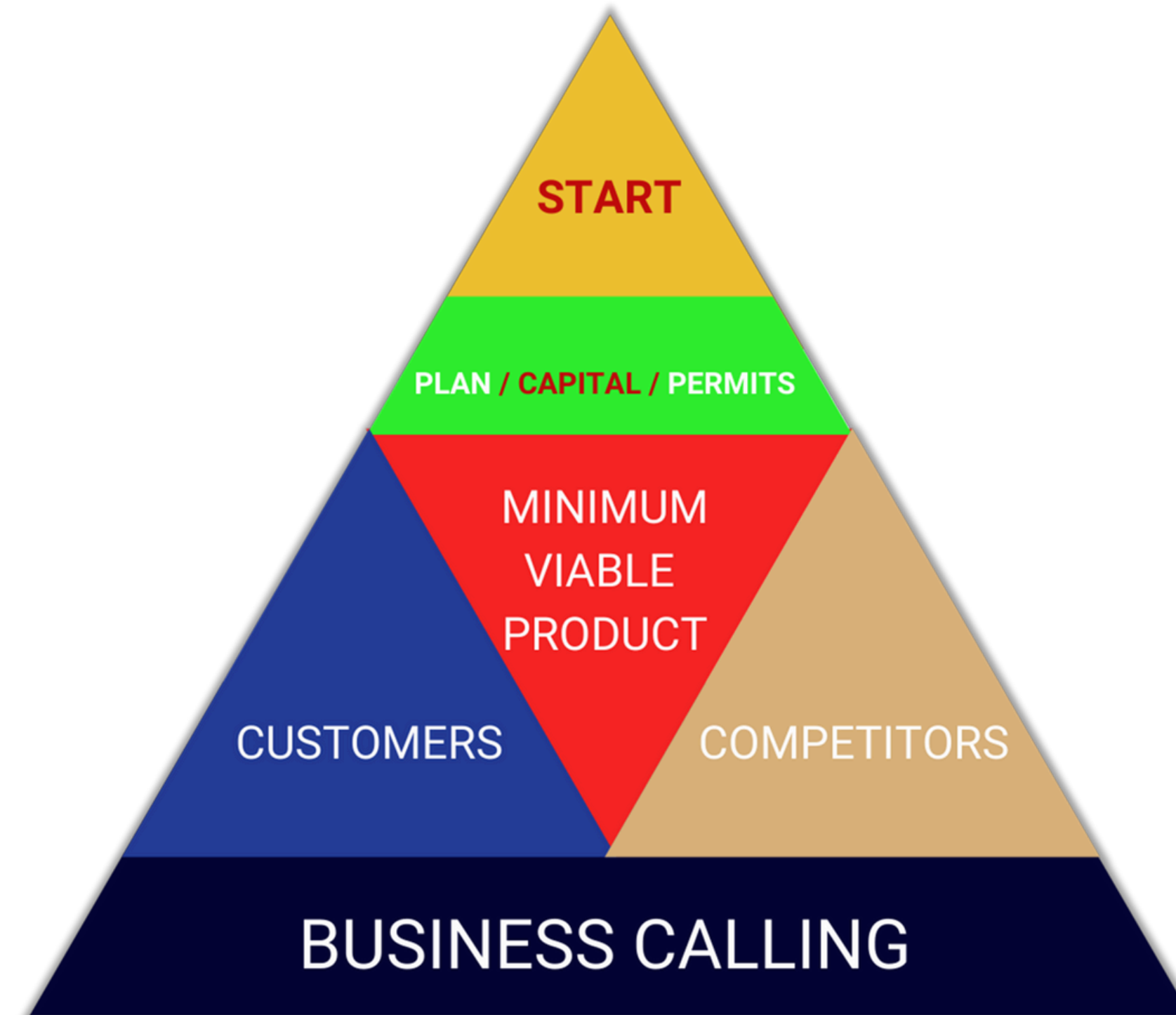
# Living the Dream



**I WANT YOU**

**to avoid the mistakes  
and to start a business the **RIGHT** way  
so that it will be easier, faster,  
and with the minimum risks for you.**

# Start Your Own Business, Pinoy Roadmap ®



# Start Your Own Business, Pinoy Roadmap ®

01

## Discover Your Business Calling

Before you spend a single centavo in your business, discover your business calling first.



# Start Your Own Business, Pinoy Roadmap ®

## WRONG BELIEF

"I need a big capital to start a business."



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a young millionaire who started an online business selling an ordinary product with only P3,000



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a young millionaire who started an online business selling an ordinary product with only P3,000



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Business Idea



Capital



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**How do I find the business idea if I do not know anything about business?**



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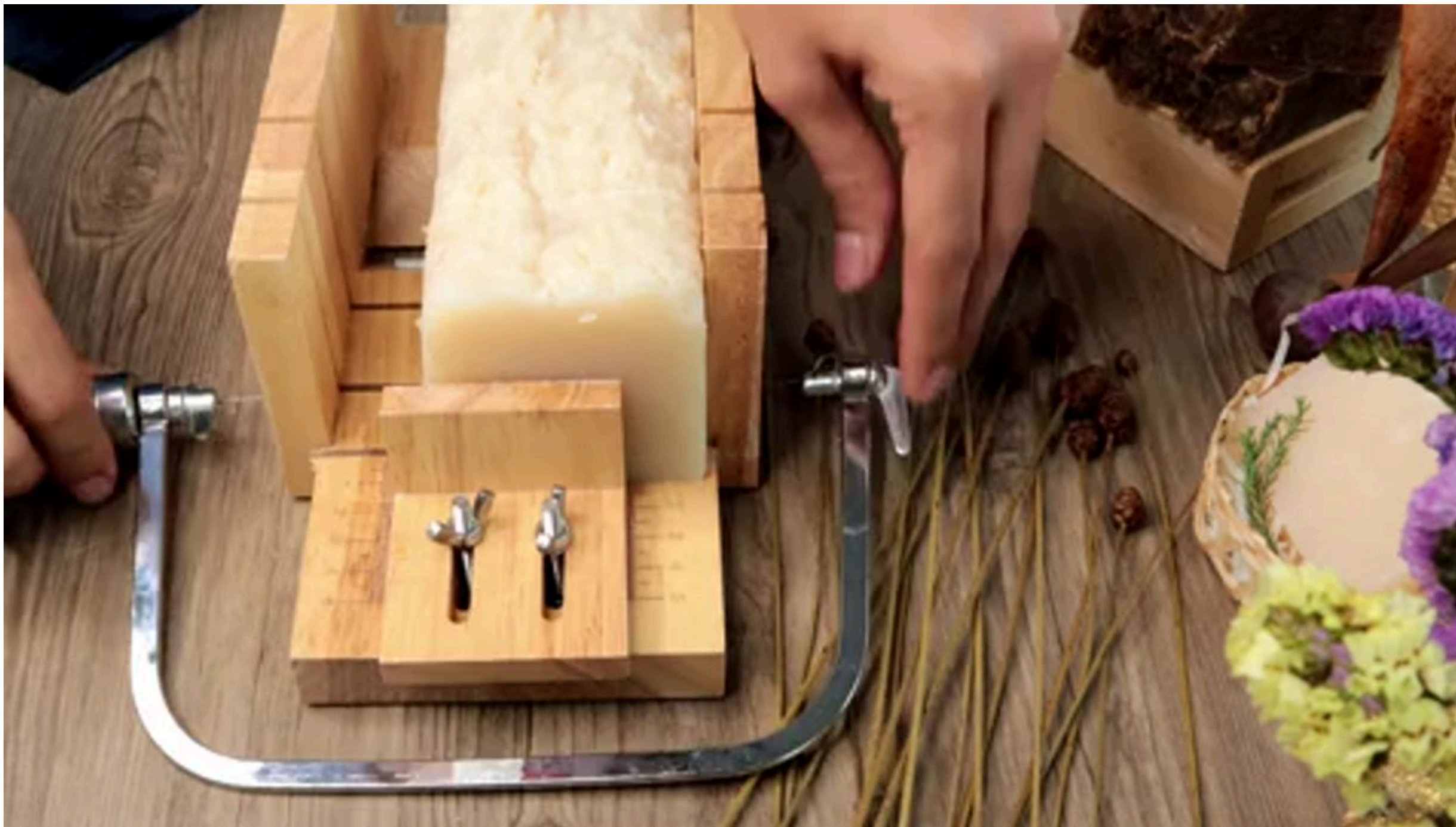
# Start Your Own Business, Pinoy Roadmap <sup>®</sup>



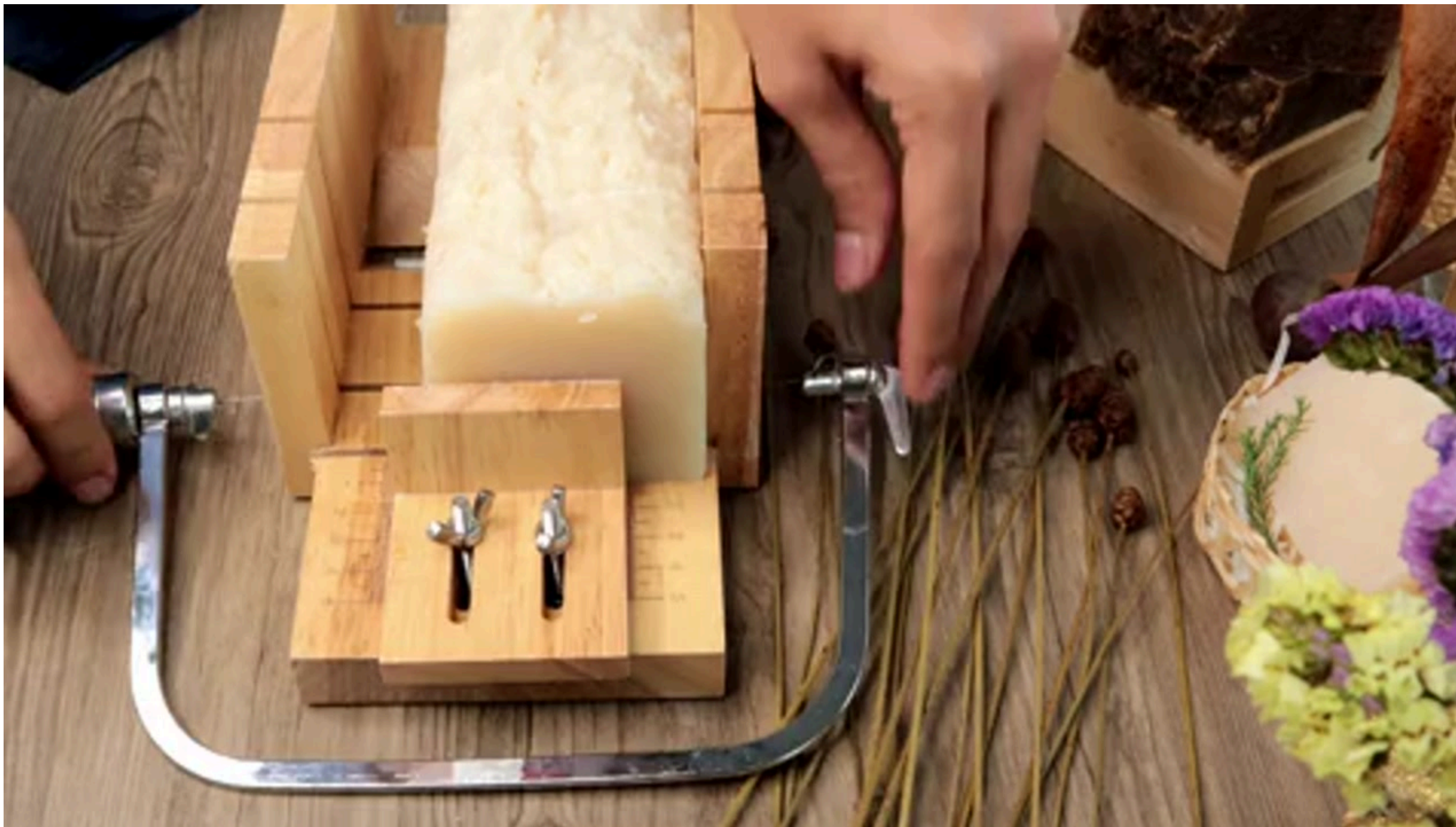
# Start Your Own Business, Pinoy Roadmap ®



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## Why They Failed:

- followed the advice of people who did not even have any business experience
- copied the businesses others have because they succeed, without knowing their business secret
- followed the recommendation of celebrity endorsers or “expert” vloggers on YouTube
- were invited by people who were only interested in getting them as downlines
- were scammed by fake franchisors who were really sellers of equipment or food carts



# Start Your Own Business, Pinoy Roadmap ®

Before you spend a single centavo in your business, **discover your business calling first.**



# Start Your Own Business, Pinoy Roadmap ®

01

## Discover Your Business Calling

Before you spend a single centavo in your business, discover your business calling first.

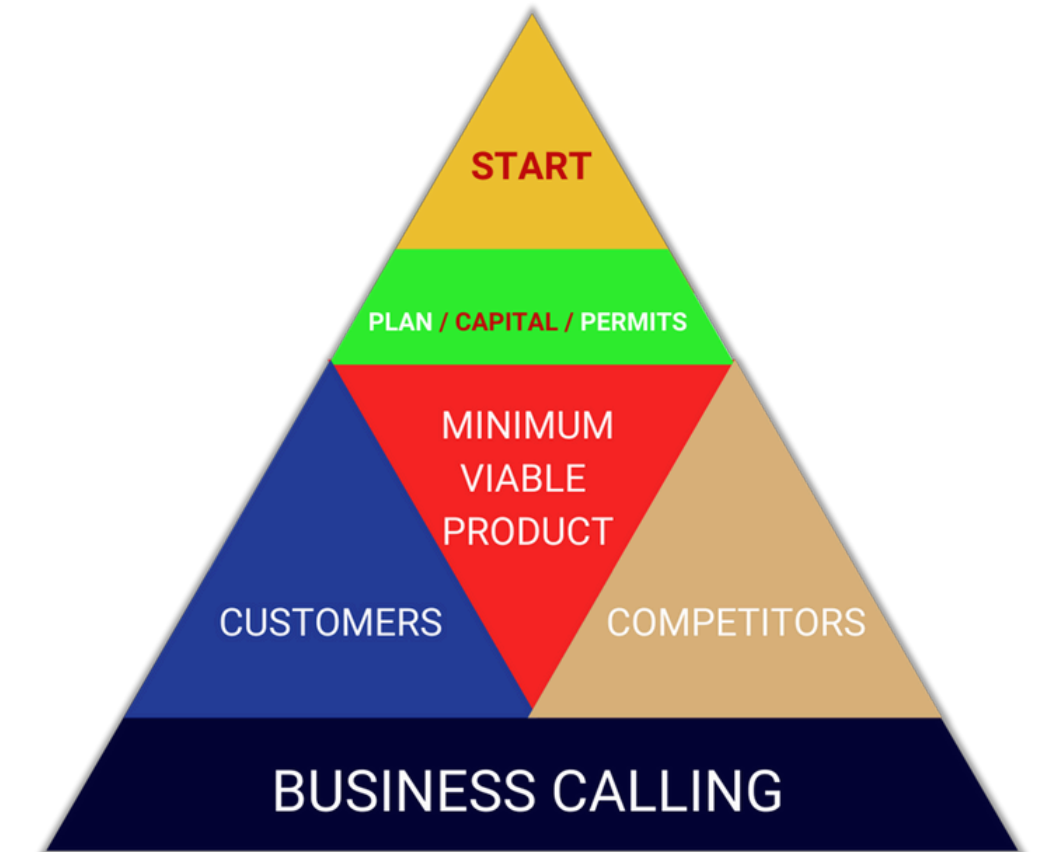
02

## Find your Minimum Viable Product

"What product to sell/make?"



# Start Your Own Business, Pinoy Roadmap ®



# Start Your Own Business, Pinoy Roadmap ®

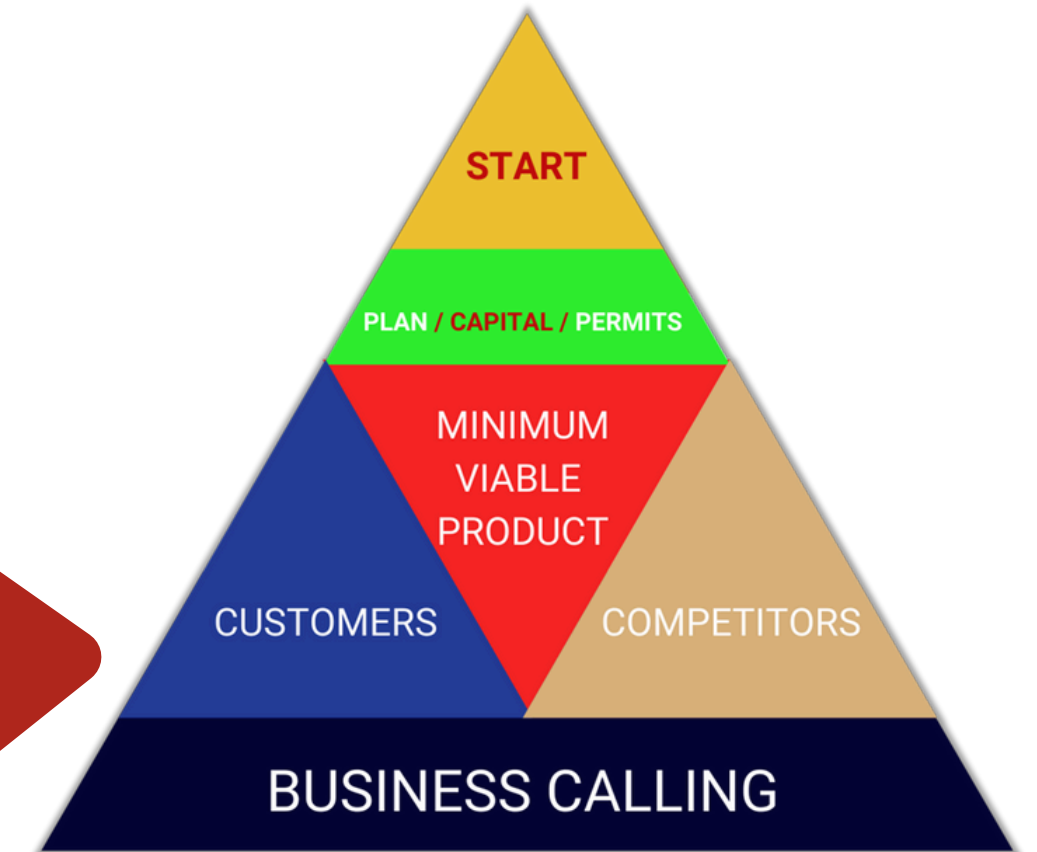


# Start Your Own Business, Pinoy Roadmap ®



## Discover Your Business Calling

- Who are they?
- What needs do they have that you can satisfy better than any competitor can?
- Where are they? and
- How can you best communicate with them?



# Start Your Own Business, Pinoy Roadmap ®



## Minimum Viable Product (MVP)



# Start Your Own Business, Pinoy Roadmap ®

01

## Discover Your Business Calling

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02

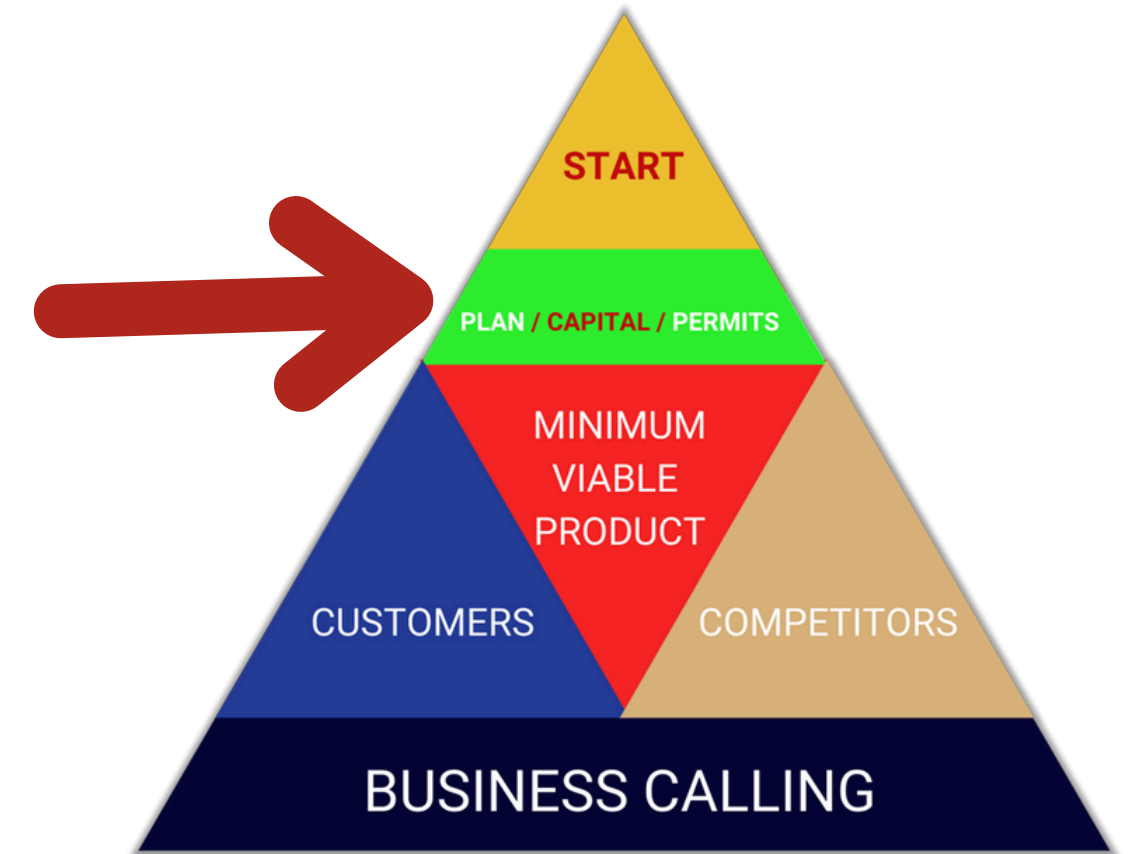
## Find your Minimum Viable Product

"What product to sell/make?"

03

## Plan, Capital, and Permits

Plan out what your business needs to operate, and compute the needed capital.



# Start Your Own Business, Pinoy Roadmap ®



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**dti**  
DEPARTMENT OF TRADE & INDUSTRY  
PHILIPPINES

This certifies that

**JUAN DELA CRUZ TRANSPORT**  
(Regional)

is a business name registered in this office pursuant to the provisions of Act 3883, as amended Act 4147 and Republic Act No. 863, and in compliance with the applicable rules and regulations prescribed by the Department of Trade and Industry.

This certificate issued to

**JOHN DELA CRUZ**  
11F SM AURA OFFICE TOWERS MCKINLEY PARKWAY, BONIFACIO GLOBAL C  
TAGUIG, PHILIPPINES

is valid from 9 July 2015 to 9 July 2020 subject to continuing compliance with the above-mentioned laws and all applicable laws of the Philippines, unless voluntarily cancelled.

In testimony whereof, I hereby sign this

**Certificate of Business Name Registration**

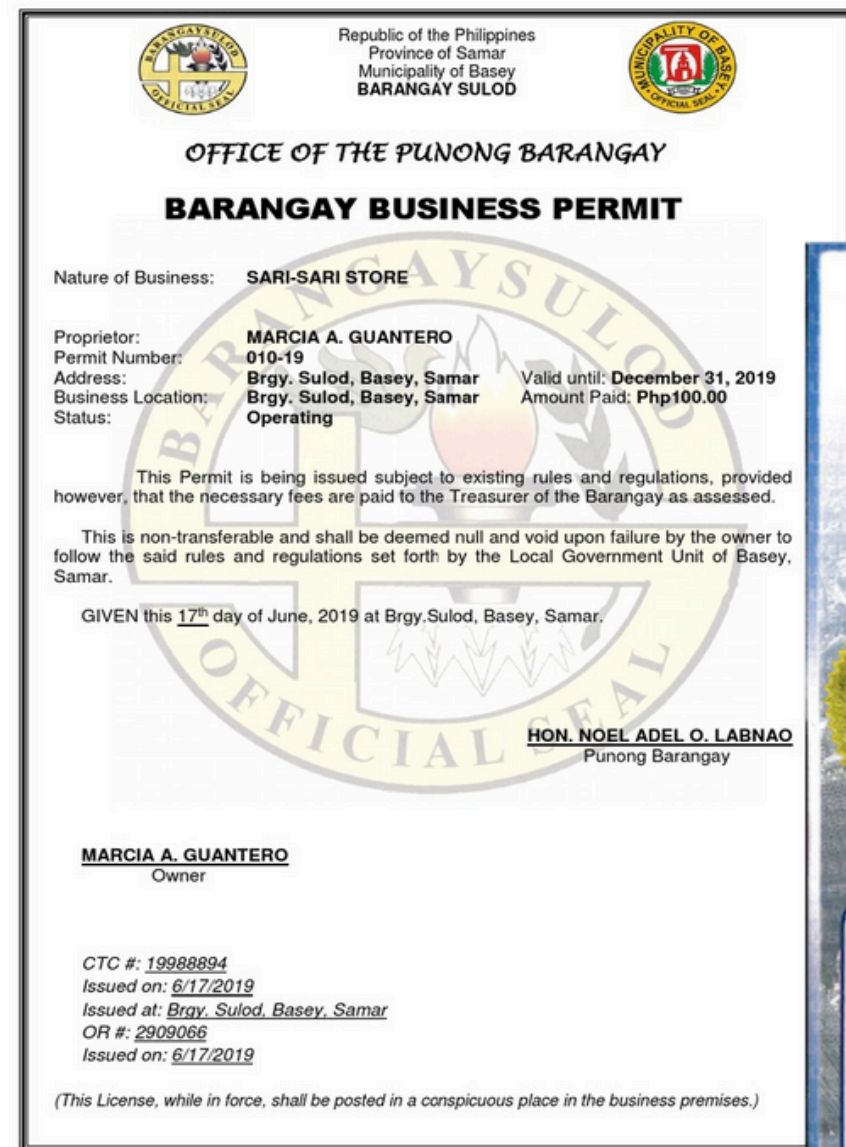
and issue the same on this 9th day of July 2015 in the Philippines.

**GREGORY L. DOMINGO**  
Secretary

**Certificate No.**

This certificate is not a license to engage in any kind of business and valid only at the scope indicated herein.

Documentary Stamp Tax Paid P=15.00



Republic of the Philippines  
Province of Samar  
Municipality of Basey  
**BARANGAY SULOD**

**OFFICE OF THE PUNONG BARANGAY**  
**BARANGAY BUSINESS PERMIT**

Nature of Business: **SARI-SARI STORE**

Proprietor: **MARCIA A. GUANTERO**  
Permit Number: **010-19**  
Address: **Brgy. Sulod, Basey, Samar**  
Business Location: **Brgy. Sulod, Basey, Samar**  
Status: **Operating**

Valid until: **December 31, 2019**  
Amount Paid: **Php100.00**

This Permit is being issued subject to existing rules and regulations, provided however, that the necessary fees are paid to the Treasurer of the Barangay as assessed.

This is non-transferable and shall be deemed null and void upon failure by the owner to follow the said rules and regulations set forth by the Local Government Unit of Basey, Samar.

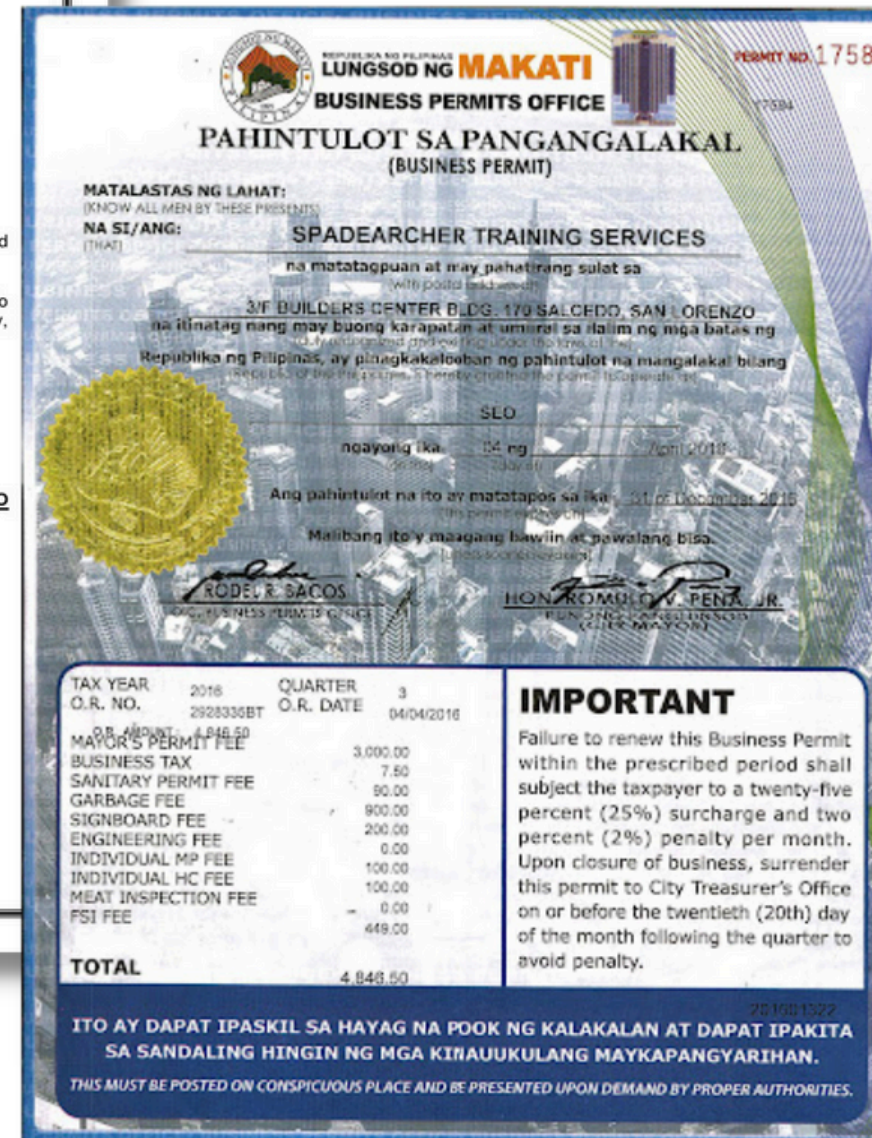
GIVEN this 17<sup>th</sup> day of June, 2019 at Brgy. Sulod, Basey, Samar.

**HON. NOEL ADEL O. LABNAO**  
Punong Barangay

**MARCIA A. GUANTERO**  
Owner

CTC #: **19988894**  
Issued on: **6/17/2019**  
Issued at: **Brgy. Sulod, Basey, Samar**  
OR #: **2909066**  
Issued on: **6/17/2019**

(This License, while in force, shall be posted in a conspicuous place in the business premises.)



REPUBLIKA NG PILIPINAS  
**LUNGSOD NG MAKATI**  
BUSINESS PERMITS OFFICE

PERMIT NO. **17584**

**PAHINTULOT SA PANGANGALAKAL**  
(BUSINESS PERMIT)

MATALASTAS NG LAHAT:  
(KNOW ALL MEN BY THESE PRESENTS)

NA SI/ANG: **SPADEARCHER TRAINING SERVICES**  
(THAT)

na matatagpuan at may pehating sulat sa  
(with posted seal)

**3/F BUILDERS CENTER BLDG. 170 SALCEDO, SAN LORENZO**  
na itinatag nang may buong karapatan at umiiral sa ilalim ng mga batas ng  
Republika ng Pilipinas, ay pinagkakalooban ng pahintulot na mangalagak bilang  
SLO

ngayong ita- **04** ng **April** 2019  
sa **2019**

Ang pahintulot na ito ay matatapos sa ikat- **01** ng **December** 2019

Malibang ito'y maagang bawlin at pawalang bisa.

**RODEL R. SACOS**  
MAYOR

**HON. ROMULO V. PENA JR.**  
PLANNING AND DEVELOPMENT  
(CITY MAYOR)

TAX YEAR	2018	QUARTER	3
O.R. NO.	2928336BT	O.R. DATE	04/04/2018
MAYOR'S PERMIT FEE			3,000.00
BUSINESS TAX			7.50
SANITARY PERMIT FEE			90.00
GARBAGE FEE			900.00
SIGNBOARD FEE			200.00
ENGINEERING FEE			0.00
INDIVIDUAL MP FEE			100.00
INDIVIDUAL HC FEE			100.00
MEAT INSPECTION FEE			0.00
FSI FEE			448.00
<b>TOTAL</b>			<b>4,848.50</b>

**IMPORTANT**

Failure to renew this Business Permit within the prescribed period shall subject the taxpayer to a twenty-five percent (25%) surcharge and two percent (2%) penalty per month. Upon closure of business, surrender this permit to City Treasurer's Office on or before the twentieth (20th) day of the month following the quarter to avoid penalty.

201801522

ITO AY DAPAT IPAKIL SA HAYAG NA POOK NG KALAKALAN AT DAPAT IPAKITA SA SANDALING HINGIN NG MGA KINAUKULANG MAYKAPANGYARIHAN.

THIS MUST BE POSTED ON CONSPICUOUS PLACE AND BE PRESENTED UPON DEMAND BY PROPER AUTHORITIES.



# Start Your Own Business, Pinoy Roadmap ®

**01** **Discover Your Business Calling**  
Before you spend a single centavo in your business, discover your business calling first.

**02** **Find your Minimum Viable Product**  
"What product to sell/make?"

**03** **Plan, Capital, and Legalize**  
Plan out what your business needs to operate, and compute the needed capital.

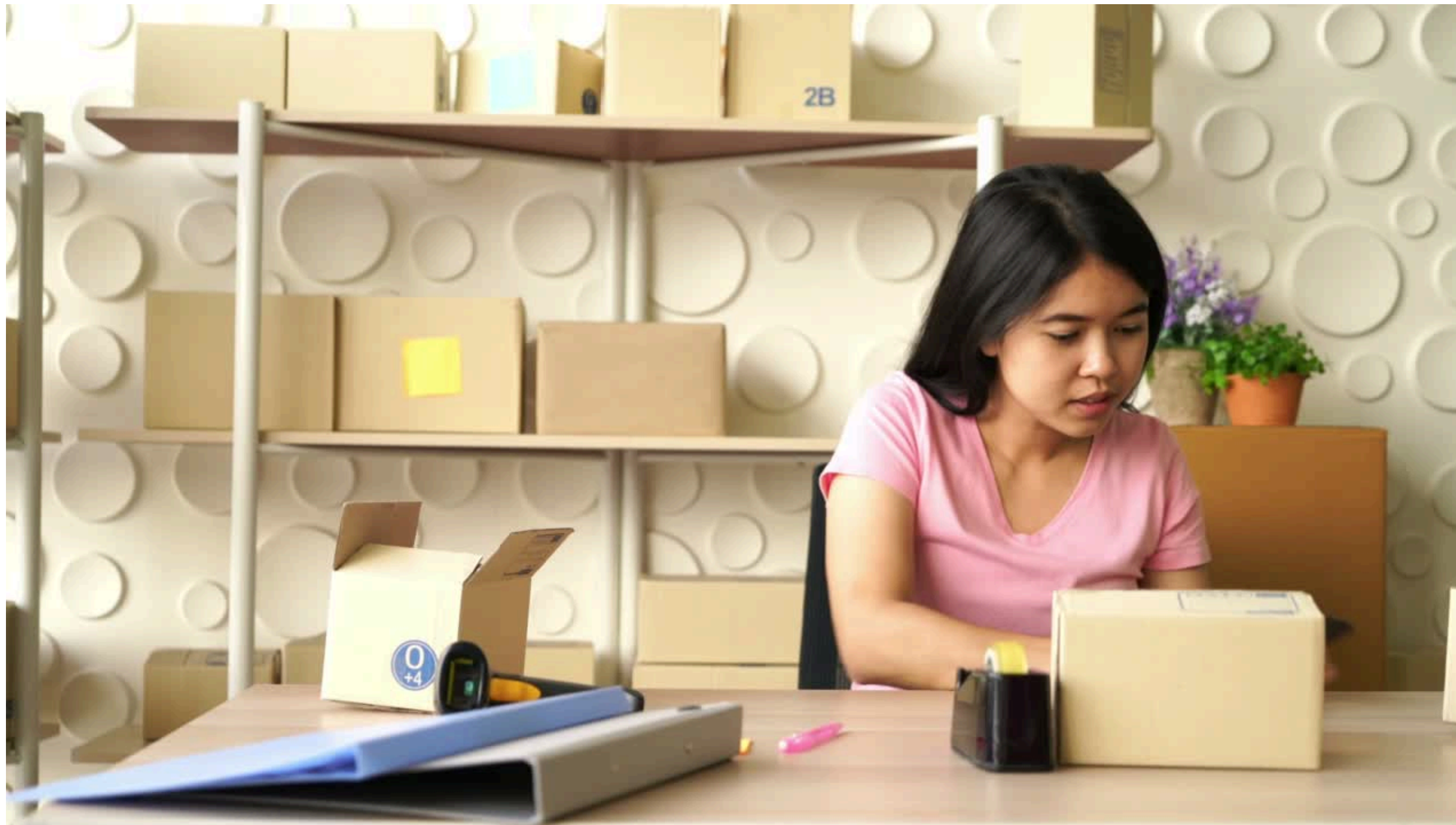
**04** **Start Your Business**



# Start Your Own Business, Pinoy Roadmap ®



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# Start Your Own Business, Pinoy Roadmap ®

## Going to the next level and start thinking about:

- hiring and training
- marketing
- selling more
- enough products at all times
- using technology
- monitoring the numbers
- continue to invest in growth.



# Start Your Own Business, Pinoy Roadmap ®



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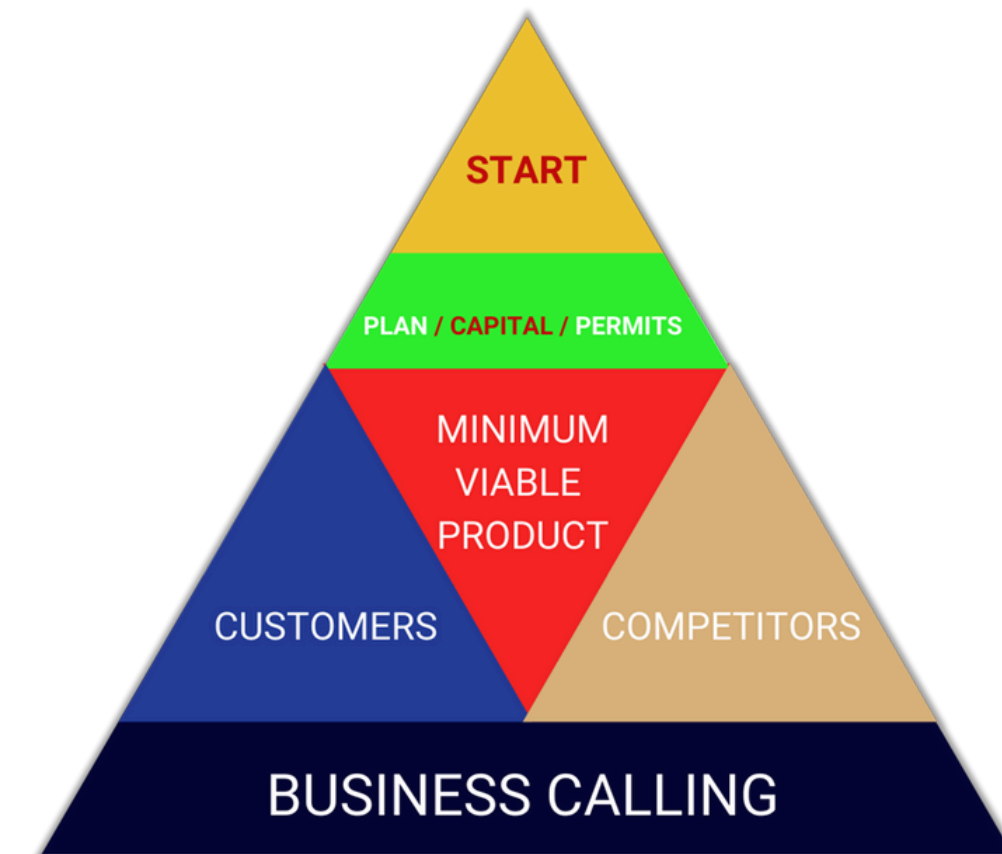
# Start Your Own Business, Pinoy Roadmap ®



# Start Your Own Business, Pinoy Roadmap <sup>®</sup>



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Most important thing I learned  
in my journey:

Accounting, marketing, human resource  
management, etc. is **only 20% of business success.**

**80%?**



**YOU**

**beliefs  
attitudes  
mindsets**





# RECAP

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Plan out what your business needs to operate, and compute the needed capital.

**04** **Start Your Business**  
Present with ease and wow any audience with Canva Presentations.



# Option 1: Do Nothing



# Option 2: Do it Yourself





**Implementation is the most most difficult part.**

# Option 3: Do It With Me



# Book your **FREE** Strategy Session Now

with *Mommy N*



- **Why should I book that call and talk to you?**



- **Is starting a business really for me?**



- **How much work is required to work with you?**



- **Do I need this coaching and mentoring program when there are many resources online for free?**



# Book your **FREE** Strategy Session Now

with *Mommy N*

