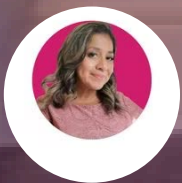


THE BUSINESS *Blueprint* SYSTEM™

FROM IDEA TO INCOME — THE
STEP-BY-STEP SYSTEM TO
START, STRUCTURE & GET PAID



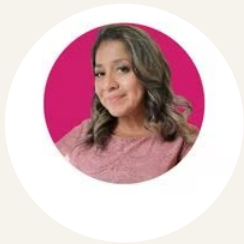
FOR BUSINESS OWNERS,
ENTREPRENEURS,
INTERPRETERS,
FREELANCERS, & CEO'S

INCLUDES: CLIENT SYSTEM • PRICING •
EXECUTION PLAN • REAL BUSINESS TOOLS



Welcome

LET'S BUILD YOUR BUSINESS THE RIGHT WAY



YOU'RE NOT HERE TO JUST "LEARN"... YOU'RE HERE TO BUILD SOMETHING THAT MAKES MONEY.

THIS SYSTEM IS DESIGNED TO HELP YOU:
GET CLEAR ON WHAT YOU'RE OFFERING
SET UP YOUR BUSINESS THE RIGHT WAY
START GETTING CLIENTS (FAST)
BUILD REAL INCOME — NOT JUST IDEAS
DON'T OVERTHINK IT. DON'T SKIP AHEAD.

FOLLOW THIS STEP-BY-STEP AND EXECUTE AS YOU GO.

YOUR GOAL:
NOT PERFECTION.
PROGRESS + RESULTS.

LET'S GET TO WORK.

Before you START — Read This First

THIS SYSTEM WORKS — BUT ONLY IF YOU USE IT.

MOST PEOPLE:

DOWNLOAD GUIDES
FEEL MOTIVATED FOR A DAY
THEN DO NOTHING
THAT'S NOT YOU.

HERE'S WHAT YOU NEED TO UNDERSTAND:

YOU DON'T NEED EVERYTHING FIGURED OUT
YOU DON'T NEED A PERFECT PLAN
YOU DO NEED TO TAKE ACTION

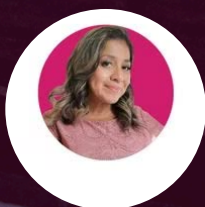
THIS IS NOT ABOUT:

LOGOS
WEBSITES
PERFECTION

THIS IS ABOUT:

CHOOSING A SERVICE
GETTING YOUR FIRST CLIENT
BUILDING MOMENTUM
THE FASTER YOU ACT, THE FASTER YOU GET PAID.

ACTION CREATES CLARITY. NOT THE OTHER WAY AROUND.



BUSINESS VISION + INCOME DIRECTION

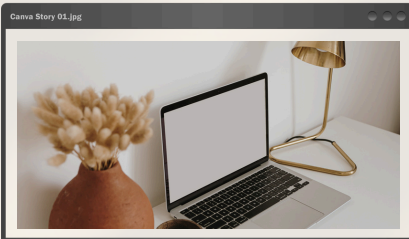


THIS IS NOT JUST WHAT YOU "WANT" ...
THIS IS WHAT YOU'RE BUILDING TO GET PAID

NAME :

DATE / TIME :

BUSINESS IDEA + INCOME GOAL



LIFESTYLE VISION

NON-NEGOTIABLES

CLARITY CREATES DIRECTION. DIRECTION CREATES INCOME.



BEFORE YOU BUILD — MAKE THESE DECISIONS

FINANCING

YOU DON'T NEED A LOT OF MONEY TO START.

YOU NEED A CLEAR OFFER + ACTION.

START SIMPLE. REINVEST AS YOU GROW.

PARTNERS

YOU DON'T NEED A TEAM RIGHT NOW.

FOCUS ON BUILDING YOUR SKILLS AND YOUR
INCOME FIRST.

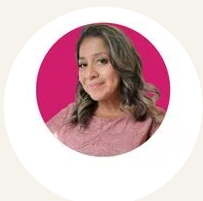
YOU CAN EXPAND LATER.

PERSONNEL

RIGHT NOW, YOU ARE THE BUSINESS.

YOUR JOB IS TO:

- LEARN
- APPLY
- GET RESULTS



OVERTHINKING SLOWS YOU DOWN. ACTION MOVES YOU FORWARD.

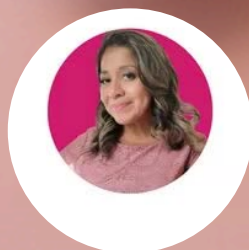
*P*REPARATION

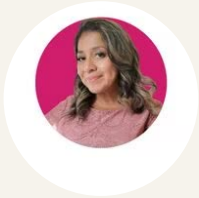
IS KEY...

But Action is
Everything

YOU DON'T NEED TO KNOW EVERYTHING —
YOU JUST NEED TO START.

MOST PEOPLE STAY STUCK PREPARING.
YOU'RE HERE TO EXECUTE.





COMMON MISTAKES *THAT KEEP YOU* **BROKE**

YOU DON'T NEED MORE INFORMATION. YOU NEED EXECUTION.

WAITING UNTIL EVERYTHING IS "PERFECT"
OVERTHINKING INSTEAD OF TAKING ACTION
TRYING TO LEARN EVERYTHING BEFORE STARTING
NOT KNOWING WHAT YOU'RE SELLING
UNDERPRICING OR WORKING FOR FREE
POSTING BUT NEVER MAKING AN OFFER
GIVING UP TOO SOON

WHY THIS MATTERS

MOST PEOPLE DON'T FAIL BECAUSE THEY'RE NOT CAPABLE...

THEY FAIL BECAUSE THEY STAY STUCK IN:

OVERTHINKING
WAITING
"LEARNING MODE"
INSTEAD OF TAKING ACTION.

YOU DON'T NEED MORE INFORMATION — YOU NEED EXECUTION.

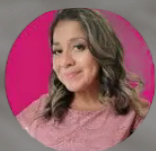
**IF YOU FIX JUST ONE OF THESE MISTAKES TODAY...
YOU'RE ALREADY AHEAD.**

Your Business SNAPSHOT

WHAT YOU'RE OFFERING (YOUR SERVICE/PRODUCT)
WHO YOU HELP (YOUR AUDIENCE)
WHAT PROBLEM YOU SOLVE
HOW YOU MAKE MONEY
YOUR SHORT-TERM GOAL (30 DAYS)
YOUR LONG-TERM VISION

IF THIS ISN'T CLEAR — NOTHING ELSE WILL WORK.

**"IN ONE SENTENCE: MY BUSINESS HELPS
_____ DO _____ SO THEY CAN _____."**





DEFINE YOUR BUSINESS (KEEP IT SIMPLE)

BUSINESS DESCRIPTION WHAT ARE YOU SELLING?

- INDUSTRY OVERVIEW: PROVIDE AN OVERVIEW OF THE INDUSTRY, INCLUDING TRENDS AND GROWTH PROJECTIONS.
- COMPANY DESCRIPTION: DETAIL YOUR COMPANY'S HISTORY, STRUCTURE, AND THE SERVICES OR PRODUCTS YOU OFFER.
- BUSINESS MODEL: EXPLAIN YOUR BUSINESS MODEL AND HOW YOU PLAN TO GENERATE REVENUE.

TARGET MARKET WHO ARE YOU HELPING?

- TARGET MARKET: DEFINE YOUR TARGET AUDIENCE, INCLUDING DEMOGRAPHICS, PSYCHOGRAPHICS, AND BUYING BEHAVIORS.
- MARKET NEEDS: IDENTIFY THE NEEDS OF YOUR TARGET MARKET AND HOW YOUR BUSINESS MEETS THOSE NEEDS.
- COMPETITIVE ANALYSIS: ANALYZE YOUR COMPETITORS, THEIR STRENGTHS AND WEAKNESSES, AND YOUR COMPETITIVE ADVANTAGE.

PROBLEM YOU SOLVE WHAT DO THEY STRUGGLE WITH?

- MARKETING PLAN: OUTLINE YOUR MARKETING STRATEGIES, INCLUDING ONLINE AND OFFLINE TACTICS.
- SALES STRATEGY: DESCRIBE YOUR SALES PROCESS AND SALES TACTICS.
- BRAND POSITIONING: EXPLAIN HOW YOU WILL POSITION YOUR BRAND IN THE MARKET.

MARKET ANALYSIS (SIMPLE VERSION) WHO ELSE IS DOING THIS? WHAT MAKES YOU DIFFERENT?

MARKET STRATEGY
HOW WILL PEOPLE FIND YOU?
(SOCIAL MEDIA, REFERRALS, DMS, ETC.)

CLARITY = CONFIDENCE. CONFIDENCE = SALES.



SET UP YOUR BUSINESS

HOW ARE YOU OPERATING?

- SOLE PROPRIETOR (MOST START HERE)
- LLC (WHEN YOU'RE READY TO GROW)

DON'T OVERTHINK THIS — YOU CAN UPGRADE LATER.

PRODUCT, SERVICES

WHAT ARE YOU SELLING?

- INTERPRETING
- TRANSLATION
- ADMIN SUPPORT
- DIGITAL PRODUCT

KEEP IT SIMPLE. ONE OFFER IS ENOUGH TO START.

FINANCIAL PLAN

HOW WILL YOU MAKE MONEY?

- YOUR PRICE
- YOUR SERVICE
- YOUR GOAL (MONTHLY INCOME)

FOCUS ON INCOME FIRST — NOT PERFECTION.

**YOU DON'T NEED EVERYTHING SET UP...
YOU JUST NEED TO START.**

MONEY, CONTRACTS & GETTING PAID

GETTING PAID

CHOOSE HOW YOU'LL GET PAID:

- ZELLE / CASH APP / VENMO
- PAYPAL / STRIPE

BASIC AGREEMENT

ALWAYS BE CLEAR ON:

- WHAT YOU'RE OFFERING
- YOUR PRICE
- WHEN YOU'LL DELIVER

KEEP IT SIMPLE — DON'T OVERCOMPLICATE.

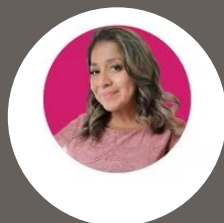
BUSINESS SETUP (LATER)

AS YOU GROW, YOU CAN:

- REGISTER YOUR BUSINESS
- OPEN A BUSINESS ACCOUNT
- SET UP SYSTEMS

BUT DON'T LET THIS SLOW YOU DOWN RIGHT NOW.

YOU DON'T NEED A PERFECT SETUP TO START MAKING MONEY.





THE 4 PILLARS

To Build a Real Business

IF ONE OF THESE IS MISSING... YOUR BUSINESS WON'T GROW.



Business Pillars

- VISION AND STRATEGY
- MARKET ANALYSIS AND MARKETING PLAN
- FINANCIAL PLANNING AND MANAGEMENT
- OPERATIONAL PLAN & RISK MANAGEMENT

THIS IS HOW YOUR BUSINESS ACTUALLY GROWS



THE 4 PILLARS THAT MAKE YOU MONEY

1. OFFER

WHAT ARE YOU SELLING?
(SIMPLE SERVICE PEOPLE WILL PAY FOR)

2. VISIBILITY

HOW WILL PEOPLE FIND YOU?
(SOCIAL MEDIA, REFERRALS, OUTREACH)

3. SALES

HOW WILL YOU CONVERT?
(MESSAGES, CONVERSATIONS, OFFERS)

4. EXECUTION

DELIVER + GET RESULTS
(THIS IS WHAT KEEPS CLIENTS COMING BACK)



KNOW YOUR MARKET

WHO NEEDS YOUR SERVICE?

WHERE ARE THEY? (IG, FB, REFERRALS, LOCAL)

WHO ELSE IS DOING IT?

WHAT CAN YOU DO BETTER OR DIFFERENTLY?

ACTION ITEM: CONDUCT THOROUGH MARKET RESEARCH AND CREATE A MARKETING PLAN TAILORED TO YOUR TARGET AUDIENCE.

**YOU DON'T NEED PERFECT RESEARCH —
YOU NEED TO START.**

HOW YOU MAKE MONEY

WHAT ARE YOU CHARGING?
HOW MANY CLIENTS DO YOU NEED?
WHAT'S YOUR MONTHLY GOAL?

EXAMPLE:

$\$100 \text{ SERVICE} \times 10 \text{ CLIENTS} = \$1,000$

FOCUS ON GETTING PAID — NOT BUILDING A PERFECT PLAN.

ACTION ITEM: CREATE DETAILED FINANCIAL PROJECTIONS AND A BUDGET TO ENSURE SUSTAINABLE GROWTH AND FINANCIAL HEALTH.



KEEP YOUR BUSINESS RUNNING SMOOTH

STAY ORGANIZED

TRACK YOUR CLIENTS + INCOME

DELIVER WHAT YOU PROMISE

KEEP IMPROVING YOUR SERVICE

ACTION ITEM: DEVELOP A COMPREHENSIVE OPERATIONAL PLAN AND RISK MANAGEMENT STRATEGY TO ENSURE SMOOTH OPERATIONS AND RESILIENCE.

SIMPLE SYSTEMS = CONSISTENT INCOME

INTEGRATE THE PILLARS: ENSURE THAT EACH PILLAR OF YOUR BUSINESS PLAN IS ALIGNED AND SUPPORTS THE OTHERS.

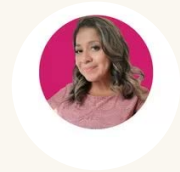
REVIEW AND REFINE: REGULARLY REVIEW AND UPDATE YOUR BUSINESS PLAN TO ADAPT TO CHANGING CIRCUMSTANCES AND NEW OPPORTUNITIES.

SEEK FEEDBACK: GET INPUT FROM MENTORS, ADVISORS, OR BUSINESS COACHES TO STRENGTHEN YOUR PLAN

YOUR FIRST ACTION STEPS

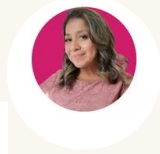
Don't overthink it — take action NOW.

- Select your business name
- Create your Brand; colors, font, etc
- Get your business license
- File your fictitious business name
- Apply for your (EIN) employer identification number *(Check with your local state agency if you are required to obtain the EIN...(I don't recommend you use your SSI for business)*
Get accounting system, if not, how will you track your expenses?
- Open a Business Account?
- Choose your service
- Set your price
- Decide how you'll get paid
- Create a simple offer
- Reach out/post/message
- Get your first client



SIMPLE TAX WRITE OFFS

THIS MATTERS LATER —
FOCUS ON GETTING PAID FIRST.



Remember to keep track of all your expenses...That is the "burden of proof" and the responsibility to substantiate entries, deductions, and statements made on your tax return is known as the burden of proof. You must be able to prove certain elements of expenses to deduct them.

As a small business, we always forget to track the small expenses therefore it's important to make sure that you track all your monthly items and keep your records organized.

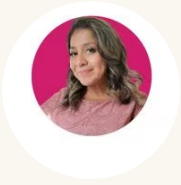
SPECIAL OFFER

CEA
Pamela Kivela

THE
BUSINESS
END OF THE
YEAR TAX
GUIDE

Tax Planning is so important for every small business, but it's also important to prepare for the end-of-the-year taxes. AVOID tax problems and take advantage of deductions and certain tax credits for each year, but also set your goal to get a REFUND!

FAVIOLA THE CEO HUSTLER



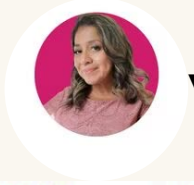
**USE THIS AS YOUR SETUP CHECKLIST —
NOT EVERYTHING NEEDS TO BE DONE TODAY.**

**USE THIS AS YOUR SETUP CHECKLIST —
NOT EVERYTHING NEEDS TO BE DONE TODAY.**



Business Checklist

- Find a Trainer, Group, Mentor
- Create a Workspce
- Set up a Booking System
- Set your Business Name
- Legal Structure
- Business License and Insurance
- Open Bank Account
- Create Your Business Plan
- Set Your Goals (3, 6, 2yr goals)
- Create a Vision Board for Inspiration
- Set your Back end office structure
- Create a Vision Board for Inspiration
- Be prepared ALL THE TIME!



**DON'T OVERTHINK THIS —
WRITE WHAT YOU KNOW AND REFINE LATER.**

The Hustler Business Plan

By: FAVIOLA VALENCIA - ARANDA, the CEO Hustler

Business Name:

Business Location: Remote, Virtual Office, Outside Office Space, etc.

Business Structure: Sole proprietor, Partnership, Corporation, LLC, Inc., etc

Business Description: What services, products or solutions do you provide, etc

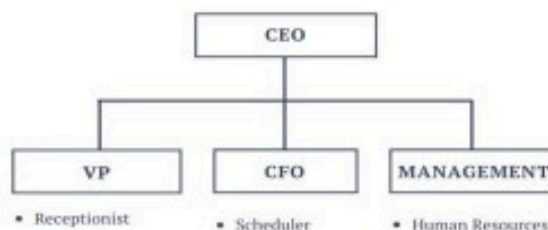
What's your Mission and/or Vision Statement (if any)?

Staff Accountability Chart: Will you have employees, management, contractors, etc?



Staffing Chart

CHAIN OF COMMAND
SAMPLE



HOW YOUR BUSINESS ACTUALLY WORKS (SIMPLE FLOW)

EVERY BUSINESS FOLLOWS A PROCESS – THIS IS YOURS.

Process Sample

Submit Order

Client briefs us of what they want and need. Project timelines are being set as well.

STEP
01



STEP
02

The Research

Our team gathers all relevant materials for the project



STEP
03

The Ideation

After we gather all the facts, we do brainstorm to find the best delivery method.



STEP
04

The Production

Final execution of the approved product or service.



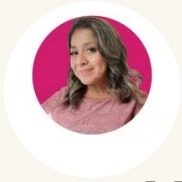
STEP
05

The Delivery

How will you deliver or provide the services while making a profit



The CEO Hustler



YOUR EXECUTION PLAN (DO THIS WEEKLY)

THIS IS WHERE YOU TURN IDEAS INTO ACTION.

By the Second year, your Goals and Vision should be higher than your First months and year. Your Goals and Vision should be revisited at least every quarter and your plans should be changed as your Goals and Vision change...

What is your Goal and Vision for the 30-days?

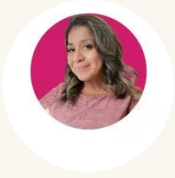
Process:
Profit:
Sales:
Growth:

What is your Goal and Vision for the 90-days?

Process:
Profit:
Sales:
Growth:

What is your Goal and Vision for the **FIRST YEAR**?

Process
Profit:
Sales:
Growth:



THIS IS WHERE YOU TURN IDEAS INTO ACTION.

IF YOU DON'T TRACK IT – YOU CAN'T GROW IT.

Business Review

To keep your business flourishing, you must have a system, methods, and processes in place to keep track of your sales, transactions, etc...to see if your business is growing and profitable! "Don't be like the other guys"...

SALES	GROSS
\$ _____	\$ _____
TRANSACTIONS (WK)	APPOINTMENTS (WK)
# _____	# _____

How did you market, where did you market, where did your sales come from, etc...

SALES	GROSS
\$ _____	\$ _____
TRANSACTIONS (WK)	APPOINTMENTS (WK)
# _____	# _____

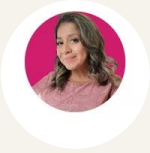
Where and How did you market? Where did your sales come from, etc...



THE PLAN DEVELOPMENT

THE MAIN FOCUS OF THIS SECTION IS TO GUIDE YOU ON HOW TO INCORPORATE THE NECESSARY STEPS FOR YOUR BUSINESS. THESE ARE KEY ELEMENTS ESPECIALLY IF YOU'RE TRYING TO APPLY FOR CONTRACTS, LOANS, OR TO SHOW TO A POTENTIAL PARTNER OR INVESTOR.

THIS IS WHERE YOU TURN YOUR IDEAS INTO A REAL BUSINESS.



WHAT YOUR BUSINESS NEEDS

IT'S CRUCIAL TO HAVE AN EFFECTIVE BUSINESS PLAN AS IT PROVIDES DIRECTION TO YOUR BUSINESS. HAVING A GOOD EXECUTABLE PLAN WILL ALSO HELP YOU AND GUIDE YOU AND LEAD TO MORE BUSINESS OPPORTUNITIES, HIGHER ENGAGEMENT AND WEBSITE TRAFFIC, ULTIMATELY GROWING YOUR AUDIENCE AND BUSINESS

HEADING: YOUR BUSINESS PLAN NAME

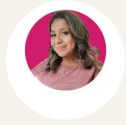
OWNERS: NAMES OF ALL OWNERS, PARTNERS, EXECUTIVE MANAGEMENT

CONTACT INFORMATION: TELEPHONE, FAX, EMAIL, WEBSITE, SOCIAL MEDIA, ETC...

TABLE OF CONTENTS, BELOW IS AN EXAMPLE OF FREQUENTLY USED IN A PLAN:

YOUR SERVICE (WHAT YOU SELL)
YOUR AUDIENCE (WHO YOU HELP)
YOUR PRICE
YOUR OFFER
YOUR PROCESS (HOW IT WORKS)
HOW YOU GET CLIENTS

IF YOU HAVE THESE — YOU HAVE A BUSINESS.



SAMPLE: FOR A BUSINESS PLAN

- TABLE OF CONTENTS.
- I. GENERAL COMPANY DESCRIPTION.
- II. PRODUCTS AND SERVICES.
- III. MARKETING PLAN.
- NOTES ON PREPARATION:
- THE MARKETING PLAN:
- SALES FORECAST
- IV. OPERATIONAL PLAN.
- PRODUCTION.
- LOCATION
- LEGAL ENVIRONMENT
- INVENTORY (IF ANY)
- SUPPLIERS (IF ANY)
- CREDIT TERMS AND POLICIES
- V. MANAGEMENT AND ORGANIZATION
- PROFESSIONAL AND ADVISORY SUPPORT
- VI. PERSONAL FINANCIAL STATEMENT
- VII. FINANCIAL HISTORY AND ANALYSIS (IF ANY)
- VIII. FINANCIAL PLAN



WEEKLY *Money Plan*

PLAN YOUR WEEK SO YOU STAY CONSISTENT AND GET PAID.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY



Business PLAN SAMPLE

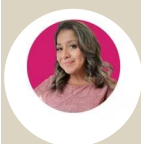
used in my business

MOST PEOPLE DON'T KNOW:

**WHAT TO INCLUDE
HOW TO STRUCTURE IT
WHAT IT ACTUALLY LOOKS LIKE
SO I'M GIVING YOU ACCESS TO:
A REAL BUSINESS PLAN I USED
THE STRUCTURE + SECTIONS
WHAT ACTUALLY GOES INTO BUILDING A REAL
BUSINESS**

GET THE PLAN & USE IT WHEN YOU'RE READY TO:

- **GROW**
- **SCALE**
- **GO AFTER BIGGER CONTRACTS**



GET YOUR EDITABLE BUSINESS PLAN

**EDITABLE TEMPLATE
FILL-IN-THE-BLANK VERSION
WITH YOUR GUIDANCE**

I. TABLE OF CONTENTS.

I. GENERAL COMPANY DESCRIPTION

II. PRODUCTS AND SERVICES

III. MARKETING PLAN

NOTES ON PREPARATION:

THE MARKETING PLAN:

SALES FORECAST

IV. OPERATIONAL PLAN

PRODUCTION

LOCATION

LEGAL ENVIRONMENT

PERSONNEL

INVENTORY

SUPPLIERS

CREDIT POLICIES

V. MANAGEMENT AND ORGANIZATION

PROFESSIONAL AND ADVISORY SUPPORT

VI. PERSONAL FINANCIAL STATEMENT

VII. FINANCIAL HISTORY AND ANALYSIS

DEBT SCHEDULE

VIII. FINANCIAL PLAN

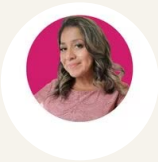
12-MONTH PROFIT AND LOSS PROJECTION

FOUR-YEAR PROFIT PROJECTION (OPTIONAL)

PROJECTED CASH FLOW

PROJECTED BALANCE SHEET

BREAKEVEN ANALYSIS



NOW IT'S TIME TO EXECUTE

**YOU DON'T NEED MORE INFORMATION.
YOU ALREADY HAVE THE SYSTEM — NOW
IT'S TIME TO USE IT**

GO BACK AND COMPLETE EACH SECTION
CHOOSE ONE SERVICE AND COMMIT TO IT
SET YOUR PRICE AND MAKE YOUR OFFER
TAKE ACTION — POST, MESSAGE, OR REACH OUT
FOCUS ON GETTING YOUR FIRST CLIENT

THIS IS WHERE MOST PEOPLE STOP...
THEY DOWNLOAD.
THEY FEEL MOTIVATED.
THEN THEY DO NOTHING.

NOT YOU.

EXECUTION IS WHAT SEPARATES IDEAS FROM INCOME.

