



**JEFF  
HAVENS**PRESENTS

**STARTING A SMALL BUSINESS  
PARTICIPANT WORKBOOK**



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**JEFF AND  
MATT**

## INTRODUCTION

Hello, and congratulations on wanting to become an entrepreneur! We applaud your decision, because we also agree that working for other people is dumb. It's hard to make enough money to buy a yacht without starting your own business, and we totally want you to own a yacht someday.

So here's the deal. We've put together 20 videos that will give you a step-by-step approach to becoming a successful entrepreneur. They're short enough that you should be able to power through without needing to take a break to text someone. They're also entertaining enough that you should actually enjoy watching them. If you don't, you're probably a sad angry person. You might want to do something about that.

After you watch each video, there will be an associated section in this book that recaps the basic points of the video. You'll then have a bunch of open-ended questions designed to get you thinking about the kind of business you want to open and how to

systematically take it from concept to reality. You're going to have to think and write stuff and maybe even think some more. There might be times when you're thinking so hard that you actually pass out.

We're entrepreneurs ourselves, so take our word that becoming a successful entrepreneur is hard. A lot of new businesses don't make it. That's why we put this video series and this book together, to increase the chances that your new business will become a wildly successful one. Am I saying that you will definitely succeed if you do everything we suggest? No, because that kind of guarantee could get us sued later. Am I saying that you will definitely fail if you don't do the things you're about to learn here?

Absolutely.

Make no mistake, aspiring business owner. If you don't do the things we tell you to do in this book, you're probably going to end up sleeping in an underpass tent community for the rest of your life.

Seriously. Totally not joking.

OK we're probably kidding about that. But this will definitely help prepare you for what is going to be the most exciting, exhausting, intense, and rewarding experience of your professional life. So what are you waiting for? These pages can't turn themselves!

# **EPISODE 1**

## **VIDEO INTRODUCTION**

Becoming a successful entrepreneur involves more than simply wanting to run a business. This video series will use Matt as our model entrepreneur and walk you through a step-by-step process to help turn your idea into a successful business. There's no perfect system for this, of course, but if you do the things you're about to see, you'll have a much higher chance of succeeding.



# CLASSROOM DISCUSSION NOTES

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# SELF-REFLECTION QUESTIONS

We're going to start with everything you currently know. If you don't have a specific entrepreneurial venture in mind yet, don't worry - the next 19 lessons are still going to be very helpful. But if you do have a concrete idea of the kind of business you want to own, this will help you refine and strengthen your idea.

- 1.** What kind of business are you interested in creating? Go into as much detail as possible.

**2.** Why are you interested in doing what you're planning on doing?

**3.** How much research have you done about the industry you're trying to break into? What have you learned so far?

**4.** What assets will you have to help you get started? (Include everything you can think of – money, people, equipment, personal knowledge of the industry, etc.)

**5.** What do you think you're going to have to do in order to achieve your goals?

## **EPISODE 2**

### **INTEGRITY**

Personal ethics and integrity might not seem like an important part of running a business, but they are often the determining factor between success and failure. The values you choose to follow and the attitude that you have toward your employees and customers will have a huge impact on the kind of business you have. Oh, and don't forget that prison thing that we mentioned! We highly advise against going to prison. The food is terrible.

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# CLASSROOM DISCUSSION NOTES

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# SELF-REFLECTION QUESTIONS

Every major company (and most smaller ones) have a mission statement that outlines that company's core values. Mission statements provide everyone at every level with a clear guideline about how to approach problems, handle customers, make sales, grow the business, and so on. Here's an example of Starbucks' Mission Statement, which is freely available on their website ([starbucks.com](http://starbucks.com)):

## ***Our Starbucks Mission Statement***

*Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time. Here are the principles of how we live that every day:*

### ***Our Coffee***

*It has always been, and will always be, about quality. We're passionate about ethically sourcing the finest coffee beans, roasting them with great care, and improving the lives of people who grow them. We care deeply about all of this; our work is never done.*

### ***Our Partners***

*We're called partners, because it's not just a job, it's our passion. Together, we embrace diversity to create a place where each of us can be ourselves. We always treat each other with respect and dignity. And we hold each other to that standard.*

### ***Our Customers***

*When we are fully engaged, we connect with, laugh with, and uplift the lives of our customers – even if just for a few moments. Sure, it starts with the promise of a perfectly made beverage, but our work goes far beyond that. It's really about human connection.*

### ***Our Stores***

*When our customers feel this sense of belonging, our stores become a haven, a break from the worries outside, a place where you can meet with friends. It's about enjoyment at the speed of life – sometimes slow and savored, sometimes faster. Always full of humanity.*

### ***Our Neighborhood***

*Every store is part of a community, and we take our responsibility to be good neighbors seriously. We want to be invited in wherever we do business. We can be a force for positive action – bringing together our partners, customers, and the community to contribute every day. Now we see that our responsibility – and our potential for good – is even larger. The world is looking to Starbucks to set the new standard, yet again. We will lead.*

### ***Our Shareholders***

*We know that as we deliver in each of these areas, we enjoy the kind of success that rewards our shareholders. We are fully accountable to get each of these elements right so that Starbucks – and everyone it touches – can endure and thrive.*



Yours probably won't be quite as involved just yet, but it's a good idea to figure out which principles are going to guide the business that you create.

**1.** Write down five words that you would use to describe the kind of business you want to run and the kind of business owner you would like to be. Avoid words like 'successful' or 'wealthy' – every business owners wants to be wealthy and successful. Instead, concentrate on words that describe your character and the character of your business.

**2.** Write down three words that you do not want to use to describe you or the business you want to run.

**3.** In no more than two sentences, write down what you want your business to accomplish. Don't write things like "I want to sell a trillion jelly beans" or "I want to retire by the time I'm 40." Instead, focus on how you want others to view your business.

**4.** Write down 3-5 sentences that outline your basic philosophy of business. What are you going to focus on in order to make people view your business the way you want them to based on your answer to Question #3?

**5.** What are some things that you definitely do not want your business to do? In other words, what practices, behaviors, potential business partners, or other conditions do you want to definitely avoid because they will not meet the vision you have outlined in Questions 3 and 4?