

ZERO WEEK

TURNING YOUR BUSINESS IDEA INTO
REALITY IN 7 STEPS

CONTENTS

Introduction	03
Step 1: Flushing Out Your Business Idea	05
Step 2 : Setting Up Your Entity	06
Step 3: Getting an EIN Number	08
Step 4: Setting up your Domain and Social Accounts	10
Step 5: Setting Up a Bank Account & Applying for a Business Credit Card	13
Step 6: Content Creation and Strategy	15
Step 7: Content Creation and Strategy	16
Conclusion	18

INTRODUCTION

HELLO, FELLOW ENTREPRENEURS! I'M EXCITED TO GUIDE YOU THROUGH THIS TRANSFORMATIVE JOURNEY.

As an Iraq War veteran, recording artist, and entrepreneur, I've faced numerous challenges and learned invaluable lessons along the way. My faith has been my anchor, and my diverse experiences have shaped my approach to business. Today, as the founder of Marsh Magnify, I help business owners simplify and enhance their digital marketing efforts.

This ebook is called "Zero Week" because, just like in the military, it's the crucial preparatory phase that sets you up for success. When recruits join the military, they go through Zero Week, a time where they get their haircut, uniform, and learning materials before the real training begins. Similarly, this ebook is designed to get your business off on the right foot before the 'real work' of running and operating a business starts.

Who is this ebook for? It's for aspiring entrepreneurs, especially my fellow veterans, who have a brilliant business idea but don't know where to start. It's for those who are ready to take the leap and transform their vision into a reality, ensuring they have a solid foundation and systems in place for long-term success.

INTRODUCTION

ENTREPRENEURIAL MINDSET

Before we dive into the practical steps, let's talk about the mindset that each entrepreneur must have. The mindset of no fear. We are not to be led by fear but by power and might, as the Lord says. Remember this acronym for FEAR: False. Evidence. Appearing. Real. Fear can hold us back, but we must face it with faith and courage.

Rich people and poor people view money differently. For rich people, money is a tool to make more money. They use it to invest, grow, and build wealth. In contrast, poor people often see money as just a means to pay bills. The primary purpose of money for a rich person is to generate more wealth and opportunities. It's not about looking rich or successful; it's about solving problems for many people and building a legacy for our families.

By embracing this mindset, you can break free from the limitations of fear and poverty. Your goal should be to create value, solve real problems, and build something meaningful that benefits others and supports your loved ones.

Let's embark on this journey together and turn your business idea into reality in this seven step framework.



STEP 1: FLUSHING OUT YOUR BUSINESS IDEA

AS WE DIVE INTO THE NITTY-GRITTY, LET'S ENSURE YOUR IDEA SOLVES A REAL PROBLEM THAT PEOPLE WANT AND NEED.

Down With OPP

Proverbs 16:3 says, "Commit to the Lord whatever you do, and he will establish your plans." Begin by praying for clarity and guidance.

We are down with **OPP** over here, but this **OPP** stands for Other People's Problems. As an entrepreneur, your primary job is to identify and solve these problems. Once you grasp this concept, you will be on your way to success.

Think about it: the most successful businesses solve significant problems for their customers. From Uber addressing the inconvenience of traditional taxis to Airbnb offering more personalized and diverse lodging options, the common thread is their focus on solving other people's problems.

Start by conducting thorough market research. Identify your target audience and understand their pain points deeply. Ask yourself: What keeps them up at night? What challenges do they face daily that your business can solve? Evaluate your competition to see how they are addressing these problems and find gaps that you can fill.

Remember, your business idea should stand out and address a specific need effectively. In the words of hip-hop legend Jay-Z, "I'm not a businessman, I'm a business, man!" This means thinking beyond just making money and focusing on adding real value to your customers' lives.

By focusing on solving OPP, you are laying a strong foundation for your business. This principle will guide you through the entire entrepreneurial journey, ensuring that your efforts are always aligned with creating value and addressing real needs.

STEP 2: SETTING UP YOUR ENTITY

CHOOSING THE RIGHT LEGAL ENTITY FOR YOUR BUSINESS IS A CRUCIAL STEP THAT CAN HAVE SIGNIFICANT TAX IMPLICATIONS AND AFFECT YOUR PERSONAL LIABILITY.

Entity Types

The most common business entities are Sole Proprietorship, Partnership, Limited Liability Company (LLC), and Corporation. Each has its own benefits and considerations:

- **Sole Proprietorship:** Simple to set up, but you have unlimited personal liability for business debts.
- **Partnership:** Similar to a sole proprietorship but with two or more owners sharing liability and profits.
- **LLC:** Provides limited liability protection while allowing profits to be taxed only once.
- **Corporation:** Offers the most protection from personal liability, but profits are taxed twice (at the corporate level and again as shareholder dividends).

When setting up your entity, you can use services like Legal Zoom, Northwest, and Incfile. I have personally used all three for different businesses, and here's a short breakdown of each:

Full Service Companies

- **LegalZoom:** Offers a straightforward, user-friendly process to incorporate your business. It provides a variety of legal services beyond incorporation, making it a versatile choice.
- **Northwest Registered Agent:** Known for their personalized customer service and privacy protection. They offer registered agent services, which are particularly useful if you don't have a physical business address and don't want to use your home address.
- **Incfile:** Known for affordability and efficiency, they provide a free registered agent service for the first year and a range of incorporation services at competitive prices.



STEP 2: SETTING UP YOUR ENTITY

My recommendation is Northwest due to their excellent registered agent service. You only need a registered agent if you don't have a physical business address and don't want to use your home address. Northwest ensures your privacy and compliance with state requirements, providing peace of mind and professionalism.



By choosing the right entity and service, you lay a solid legal foundation for your business, ensuring you're protected and compliant from the start.

STEP 3: GETTING AN EIN NUMBER

AN EIN (EMPLOYER IDENTIFICATION NUMBER) IS LIKE A SOCIAL SECURITY NUMBER FOR YOUR BUSINESS.

Obtaining an EIN is a crucial step in making your business official and is required for opening a business bank account, filing taxes, and hiring employees.

The Bible tells us in Matthew 22:21, "Give back to Caesar what is Caesar's." Ensuring your business is properly registered with the IRS is part of fulfilling this mandate. Here's a step-by-step guide on how to get your EIN for free directly from the IRS:



Get your EIN for free directly from the IRS:

1. Determine Your Eligibility:

- Your business must be located in the United States or U.S. Territories.
- The person applying must have a valid Taxpayer Identification Number (SSN, ITIN, or EIN).

2. Gather Necessary Information:

- Legal name of the business entity
- The trade name of your business (if applicable)
- Social Security Number (SSN) or Individual Taxpayer Identification Number (ITIN) of the responsible party
- Business mailing address and physical address (if different)
- Type of entity (LLC, Corporation, Sole Proprietorship, etc.)
- Reason for applying (e.g., starting a new business)

STEP 3: GETTING AN EIN NUMBER

Get your EIN for free directly from the IRS continued:

3. Apply Online:

- Go to the [IRS EIN application page] (<https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>).
- Click “Apply Online Now” and follow the prompts.
- Complete the application by entering the required information and verifying your details.



4. Review and Submit:

- Double-check all your entries for accuracy.
- Submit your application. Once completed, you will receive your EIN immediately upon verification.

By obtaining your EIN, you are officially on the IRS radar as a legitimate business entity. This not only helps in compliance but also in building credibility with banks, vendors, and potential customers.

5. Keep Your EIN Confirmation:

- Print the EIN confirmation notice or save it as a PDF. You will need this for future reference, especially when opening a bank account or filing taxes.

Taking these steps ensures that you're compliant with tax laws and prepared for future business transactions. Remember, "Give back to Caesar what is Caesar's," and ensure your business is recognized by the authorities.

STEP 4: SETTING UP YOUR DOMAIN AND SOCIAL ACCOUNTS

ESTABLISHING YOUR ONLINE PRESENCE IS CRUCIAL IN TODAY'S DIGITAL AGE.

Setting up your domain

1. Choose a Domain Name:

- Your domain name should reflect your brand and be easy to remember.
- Keep it short, simple, and avoid using hyphens or numbers.
- Use keywords relevant to your business to improve search engine visibility.

2. Check Domain Availability:

- Use domain search tools on platforms like Siteground (<https://www.siteground.com>) or [GoDaddy] (<https://www.godaddy.com>) to check if your desired domain name is available.
- If your first choice isn't available, try different variations or extensions (e.g., .com, .net, .co).

3. Register Your Domain:

- Once you find an available domain, register it through a reputable domain registrar like Siteground, Godaddy, or Google Domains.
- Consider registering similar domain names to protect your brand (e.g., yourbusiness.com, yourbusiness.net).

4. Set Up Domain Email:

- Establish a professional email address using your domain (e.g., yourname@yourbusiness.com) to enhance credibility.
- Use services like Google Workspace or Microsoft 365 for professional email hosting.

STEP 4: SETTING UP YOUR DOMAIN AND SOCIAL ACCOUNTS

Setting up Business Social Media Accounts

When setting up social media, be aware that you are setting up a Business account. Business accounts give you more analytics to see how your posts are performing with your audience.

1. Identify Relevant Platforms:

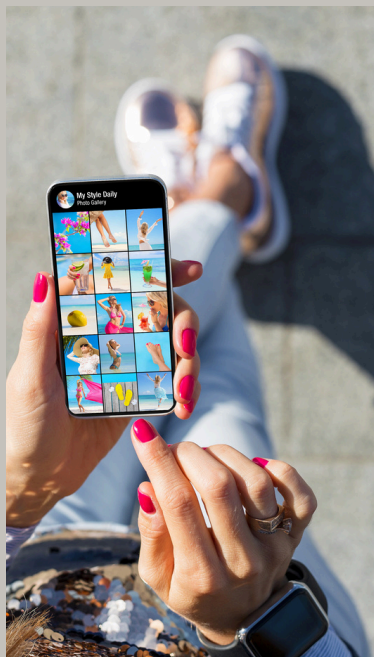
- Choose the social media platforms where your target audience is most active. The most common platforms include Facebook, Instagram, LinkedIn, Twitter, and Pinterest.

2. Create Consistent Profiles:

- Use your business name as the username/handle across all platforms for brand consistency.
- Ensure your profile pictures, cover photos, and bios are consistent and reflect your brand identity.

3. Complete Your Profiles:

- Fill out all necessary information, including your business's contact details, website link, and a compelling bio that describes what you do.
- Use high-quality images and graphics that represent your brand.



STEP 4: SETTING UP YOUR DOMAIN AND SOCIAL ACCOUNTS

Setting up Business Social Media Accounts continued:

4. Link to Your Website:

- Ensure your social media profiles link back to your website to drive traffic and improve your Search Engine Optimization or SEO.
- Add social media icons to your website to encourage visitors to follow your profiles.

5. Engage and Post Regularly:

- Develop a content calendar to post consistently on your social media platforms.
- Engage with your audience by responding to comments and messages promptly.



By setting up your domain and social media accounts, you lay the groundwork for a strong online presence. This step is essential for establishing credibility, reaching your target audience, and setting the stage for effective advertising and promotion in the future. Ensure your business is visible and accessible online to maximize your reach and impact.

STEP 5: SETTING UP A BANK ACCOUNT & APPLYING FOR A BUSINESS CREDIT CARD

ORGANIZING YOUR FINANCES IS A CRUCIAL STEP IN ESTABLISHING A STRONG FOUNDATION FOR YOUR BUSINESS.

Choosing the right bank and applying for a business credit card can help you manage cash flow, build credit, and streamline your financial operations

Setting Up a Business Bank Account

1. Choose a Bank: Start by selecting a bank that caters to new businesses and offers low fees. The best options include Chase, Bank of America, and Navy Federal (especially for veterans).

2. Required Documents: Gather the necessary documents to open your business bank account. These typically include:

- EIN (Employer Identification Number)
- Articles of Incorporation or Organization
- Operating Agreement (for LLCs)
- Personal Identification (e.g., Driver's License)
- Proof of Address

3. Opening the Account: Visit the bank's branch or website to open your account. Ensure you understand the account's fees, minimum balance requirements, and additional services like online banking and merchant services.



STEP 5: SETTING UP A BANK ACCOUNT & APPLYING FOR A BUSINESS CREDIT CARD

Applying for a Business Credit Card

By choosing the right bank and applying for a suitable business credit card, you can effectively manage your business finances, build credit, and ensure your operations run smoothly. This step is vital in establishing a solid financial foundation for your business's growth and success.

1. Chase Business Cash Card:

- **Benefits:** Offers cash back rewards on everyday business purchases such as office supplies and utilities. It has no annual fee and provides a sign-up bonus after meeting the minimum spending requirement.
- **Why Chase:** Chase is known for its excellent customer service and comprehensive online banking tools, making it easy to manage your finances.

2. Bank of America:

- **Benefits:** Bank of America allows new businesses to apply for up to two business credit cards within 30 days. This can be beneficial if you need to separate expenses or maximize rewards.
- **Why Bank of America:** With a wide range of business credit cards offering cash back, travel rewards, and low-interest rates, Bank of America provides flexible options to suit various business needs.

3. American Express:

- **Benefits:** Known for their premium rewards and benefits, American Express business credit cards offer robust travel rewards, purchase protection, and extended warranties on purchases.
- **Why American Express:** Although some cards come with an annual fee, the rewards and perks can significantly outweigh the cost, especially if you travel frequently for business.

4. Navy Federal Credit Union (for Veterans):

- **Benefits:** Navy Federal offers tailored solutions for veterans, including business checking accounts that can be opened online. **Apply for a business credit card 90 days** after opening your business checking account to maximize approval chances and amount.
- **Why Navy Federal:** As a credit union focused on serving veterans, Navy Federal offers competitive rates, low fees, and exceptional customer service tailored to the needs of service members and their families.

STEP 6: CONTENT CREATION AND STRATEGY

CREATING INTENTIONAL, POINTED CONTENT IS ESSENTIAL FOR ATTRACTING AND RETAINING YOUR TARGET AUDIENCE

Content Strategy

Effective content addresses their pain points and offers solutions that draw them away from discomfort or challenges. Here's a deeper dive into crafting content that resonates with your audience and drives engagement.

1. Identify Pain Points:

- Survey your audience to find their biggest challenges.
- Read reviews and comments on similar products or services.

2. Create Value-Focused Content:

- Blog Posts: Write about solutions to common problems.
- Videos: Demonstrate how to solve a specific issue.
- Social Media: Share tips and quick fixes.

3. Agitate the Pain:

- Start with the problem: "Struggling with slow internet?"
- Emphasize the impact: "Wasting hours waiting for pages to load?"

4. Provide the Solution:

- Offer clear, actionable advice: "Upgrade to a faster plan with our service r."
- Showcase your product or service as the best solution.

5. Engage and Interact:

- Respond to comments and questions.
- Encourage feedback and suggestions.



By creating intentional, solution-oriented content, you can effectively address your audience's pain points and establish your business as a trusted source of valuable information. This approach not only attracts potential customers but also builds loyalty and long-term relationships.

STEP 7: ADVERTISE AND PROMOTION

EFFECTIVE ADVERTISING AND PROMOTION ARE KEY TO DRIVING AWARENESS, ATTRACTING CUSTOMERS, AND GROWING YOUR BUSINESS.

A balanced approach between paid ads and organic promotion can optimize your reach and impact. Here's an in-depth guide on how to strategically advertise and promote your business.

Setting Your Advertising Budget

1. **Determine Your Budget:** Start by defining your overall marketing budget. A common rule of thumb is to allocate 7-10% of your revenue to marketing. For new businesses, you might consider up to 20% to build brand awareness and capture market share.
2. **Allocate Your Budget:** Divide your budget between paid ads and organic promotion. A typical recommendation is to allocate 60-70% to paid advertising and 30-40% to organic promotion. This allows you to leverage the immediate reach of paid ads while building a sustainable, long-term organic presence.

Paid Advertising Strategies

1. **Google Ads:**
 - Use to target people searching for products/services like yours.
 - Focus on keywords people use often.
 - Example: A marketing agency runs ads for "best social media marketing services."
2. **Social Media Ads:**
 - Use platforms like Facebook, Instagram, LinkedIn, and Twitter.
 - Target specific groups based on age, interests, and behaviors.
 - Example: An online store targets women aged 25-35 interested in fashion.
3. **Display Ads:**
 - Increase brand awareness with visual ads on websites.
 - Example: A travel agency shows beautiful destinations in ads.
4. **Retargeting Ads:**
 - Re-engage people who visited your website before.
 - Example: An online store offers discounts to people who viewed products but didn't buy.

STEP 7: ADVERTISE AND PROMOTION

Organic Promotion Strategies

1. Content Marketing:

- Create useful content like blog posts, videos, and infographics.
- Focus on solving problems and providing value.
- Example: A fitness coach writes about effective workouts and shares client success stories.

2. Social Media Engagement:

- Post regularly on social media with a mix of educational, entertaining, and promotional content.
- Example: A restaurant shares behind-the-scenes videos and special promotions.

3. SEO (Search Engine Optimization):

- Optimize your website to rank higher in search results.
- Use relevant keywords and build backlinks.
- Example: A tech startup writes articles on industry trends.

4. Email Marketing:

- Build an email list with valuable content and special offers.
- Send regular updates to keep your audience engaged.
- Example: A beauty brand sends weekly newsletters with skincare tips and new product launches.



Measuring and Adjusting Your Strategy

1. **Track Performance:** Use analytics tools to monitor the performance of both paid and organic campaigns. Key metrics include click-through rates (CTR), conversion rates, return on ad spend (ROAS), and organic traffic growth.

2. **Analyze ROI:** Regularly assess the return on investment (ROI) for your marketing activities. Determine which channels and strategies are delivering the best results.

3. **Adjust and Optimize:** Based on performance data, adjust your budget allocation and tactics. Shift more resources to high-performing channels and experiment with new strategies to continually improve results.

By effectively balancing paid advertising and organic promotion, you can maximize your reach and impact. Investing in both short-term paid ads and long-term organic strategies ensures that your business can attract, engage, and convert customers sustainably.

CONCLUSION

THIS IS THE BEGINNING OF SOMETHING GOOD.

I know that all these steps can seem overwhelming at first, and it's completely normal to feel that way. Starting and growing a business is a journey that requires patience and persistence. Remember, every successful entrepreneur started where you are now — with an idea and a lot of questions.

Zero Week is designed to set you up for long-term success by providing a solid foundation. By following these seven steps, you'll turn your business idea into a reality. Remember, faith, dedication, and smart strategies are your keys to success.

Take it one step at a time. Focus on solving other people's problems, and always strive to add value. Your dedication and hard work will pay off. Keep learning, keep adapting, and stay committed to your vision.

You are not alone on this journey. There are resources, communities, and mentors out there to support you. Lean on them when you need guidance and encouragement. You can also reach out to me and join my community, or find another that suits your needs.

If you want these steps done with you, my team can help. Schedule a call to apply to work with us, and we'll help you bring your business dreams to life.

