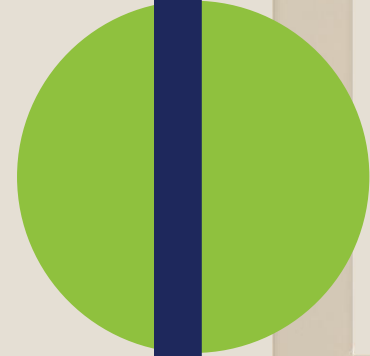


Creating and Maintaining A Healthy Business



HOW THE PANDEMIC AFFECTED BUSINESSES

James Gilbert



KINGDOM
BUSINESS ASSOCIATION

“But the wisdom that comes from heaven is first of all pure, then peace-loving, considerate, submissive, full of mercy and good fruit, impartial and sincere.”

JAMES 3:17





WHAT HAPPENED?

- ❑ Global Health Crisis
- ❑ Mandatory Lockdown
- ❑ Shutdown (non-essential)





BUSINESS COMMUNITY RESPONSE

Shift to Remote Work

- 72% offer flexible work hours & scheduling.
- 1/3% will allow 50% of staff to continue working from home post-pandemic.

Online Video Conferencing

- Zoom daily participants increased from 10m (Dec-2019) to 300m (April-2020)

Apply for Government Support (PPP)

- Over 13m received PPP loan
- Average loan amount: \$72k
- Average Company Size: 8
- Largest percentage to food services industry: 13%
- Largest average loan amount to colleges/universities: \$641k





CHANGES MADE BY BUSINESSES

- ❑ Reduce Expenses
- ❑ Focus on Health & Safety Protocols
- ❑ Sell more products/services Online





BUSINESSES THAT BOOMED

- ❑ Online Learning (18.6B in 2019 to 350B in 2025)
- ❑ Fitness & Wellness Apps. (Over 71k new apps. launched in 2020)
- ❑ Healthcare Consultation (Tele-Medicine) \$29B in 2020 to 106B in 2023
- ❑ Mfg. Masks & Sanitizers (Sales growth of 153% masks and 600% sanitizer-2020)





Next Moves (Core 4 Method)

1. Liquidity
2. Leverage
3. Lifestyle
4. Legacy



THE POWER OF NETWORKING

David Forney



KINGDOM
BUSINESS ASSOCIATION

Two are better than one, because they have a good reward for their toil. For if they fall, one will lift up his fellow. But woe to him who is alone when he falls and has not another to lift him up!

ECCLESIASTES 4:9-10





YOUR NETWORK

- Your Network is your Network
- Mental Capital X Relational Capital = Financial Capital
- Build Organic Relationships
- Bring Value/Serve Others
- Build a Billion Dollar Rolodex





WHY DO YOU NEED A NETWORK?

- ✓ Networking is an essential skill for an entrepreneur
- ✓ Powerful Marketing Tactic to accelerate your business
- ✓ Connect with like minded entrepreneurs
- ✓ Shared Knowledge/Advice
- ✓ Gain Creative Ideas
- ✓ Strengthen Business Connections
- ✓ Receive Opportunities
- ✓ Lifelong friendships





HOW TO GET RESULTS

- ✓ Do your Research
- ✓ Shift your mindset from getting something to giving
- ✓ Ice Breaker - Use (FORM)
- ✓ Who do you want to meet?
- ✓ Be prepared to deliver a great 30 Second Elevator Story (30/2/15)
- ✓ 3 Levels of Mentors





WHERE TO NETWORK

- ❑ Social Media – LinkedIn, Clubhouse
- ❑ Conferences, Chambers of Commerce
- ❑ Score
- ❑ Business Incubators
- ❑ Local Meetups/BNI (Business Networking International)
- ❑ Fundraisers (Golf, Dinner, etc)
- ❑ Volunteer Organizations
- ❑ KBA Events





ACTION ITEMS

- ✓ Create your strategy for building your network and net worth
- ✓ Have a plan, do your homework & be intentional
- ✓ Get out of your comfort zone and make a habit of making one new friend every day
- ✓ Cultivate meaningful relationships
- ✓ Get plug in to KBA - Join us on July 15th for the KBA Meet & Greet



PIVOTING ON PURPOSE

April Nowlin, CLBC

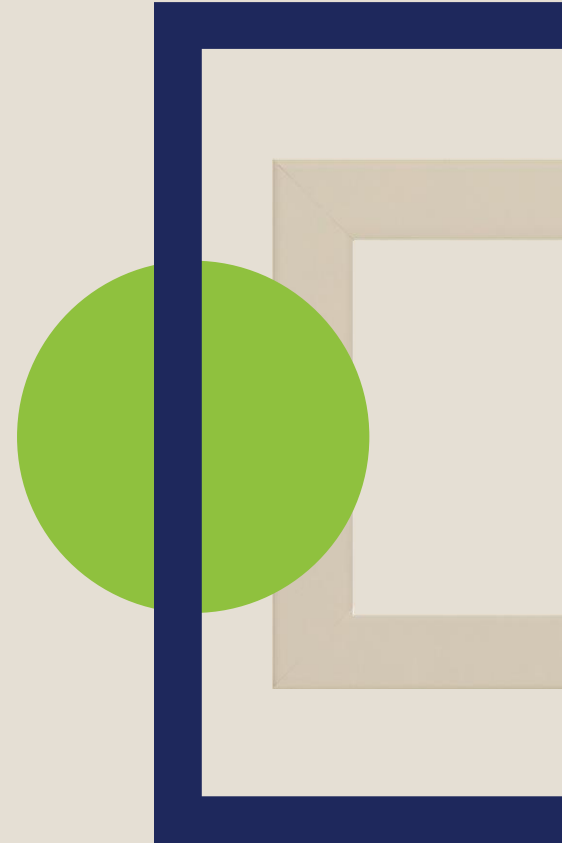


I came so they can have real
and eternal life, more and
better life than they ever
dreamed of. (abundance).

JOHN 10:10b (MSG)



A Calculated
Change in
Direction For The
~~Good~~ GREAT



PIVOTED ON PURPOSE



“Tune In, Hook Up”

PIVOTED ON PURPOSE

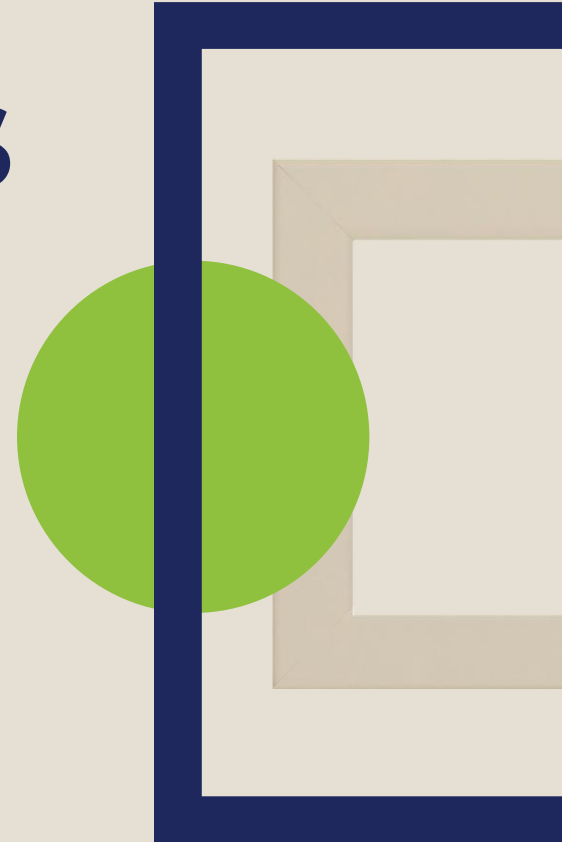


“Don’t be afraid to go out
in a limb because that’s
where the fruit is.”

Bob Ross

01 FACE THE FACTS

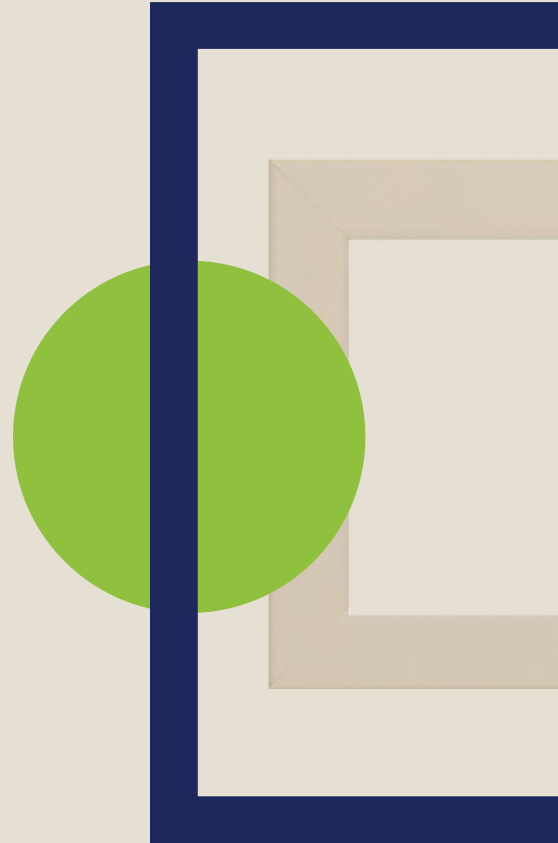
- ❑ Purpose
- ❑ Goals
- ❑ Audience
- ❑ Numbers



02 ASK FOR HELP

Without counsel, plans go awry, But in the multitude of counselors they are established.

Proverbs 15:22 (NKJV)



Assignment = Capability

PERSONAL

Family & Friends

Know you best

They are sincere

You may not be as vulnerable

(Fear of judgement)

PROFESSIONAL

Experts, Teachers, Partners

Know your industry

Non-biased

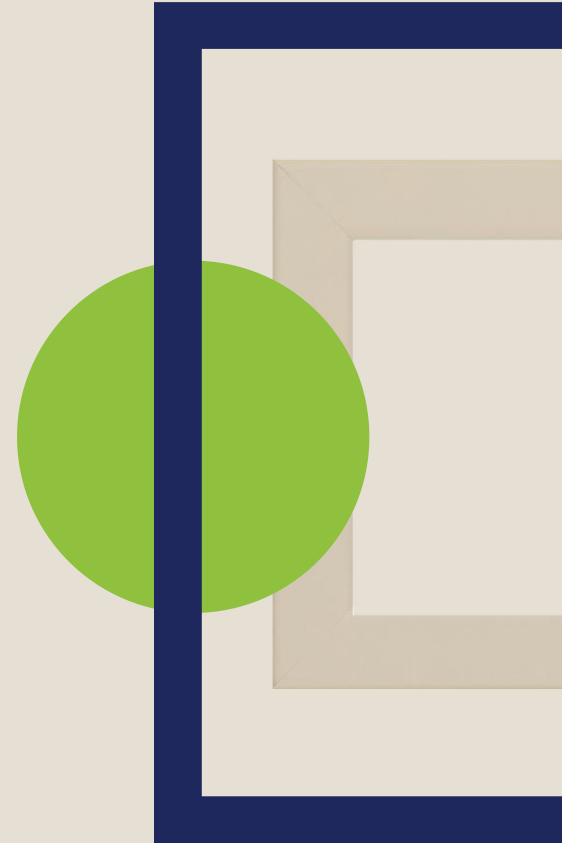
Hold you accountable

Save you time and money

Will cost you something

03 DO THE WORK

- ✓ Have a plan!
- ✓ Write it out
- ✓ Realistic goals
- ✓ Measure your success
- ✓ Pivot & pivot again





NO

(Is a complete sentence)



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THE IMPORTANCE OF MULTIPLE STREAMS OF INCOME

Paul Dryer



KINGDOM
BUSINESS ASSOCIATION



WHY MULTIPLE STREAMS

- ❑ Provides strong financial health and stability
- ❑ Gives glory to God
- ❑ Gain time for your purpose



But thou shalt remember the Lord thou
God: For it is he that giveth you the
power to get Wealth

DEUTERONOMY 8:18



Invest in seven ventures, yes, in eight;
you do not know what disaster may
come upon the land.

ECCLESIASTES 11:2 (NIV)





DIFFERENT TYPES OF INCOME

- **ACTIVE/ EARNED INCOME**
 - Working – trading time and energy for money
- **PASSIVE**
 - Investing in something which allows you to be paid over and over again
- **PORTFOLIO INCOME**
 - Money making money. Helps you leave a legacy



ACTIVE

PUT FOOD ON THE TABLE
PAYS THE BILLS/DEBT FREEDOM
MONEY TO BE USED FOR GIVING
USED TO DEVELOP PASSIVE
INCOME /INVESTMENTS

PASSIVE

HELPS PROVIDE FINANCIAL
STABILITY AND GROWTH
GAIN TIME / LOCATION FREEDOM
ABILITY TO BLESS
OTHERS/LEGACY
ACHIEVE FREEDOM FROM DEBT



HOW TO DEVELOP MULTIPLE STREAMS OF INCOME

- ✓ Assessment- What do you have, what can you do, what do you know.
- ✓ Take Action steps by writing your income goals and your plan to achieve them.
- ✓ Implement the Plan
- ✓ Evaluate -Are you achieving the income you planned?





HOW TO DEVELOP MULTIPLE STREAMS OF INCOME

- ✓ Consider taking a part-time job (at least for a while)
- ✓ Swap skills and resources with others- It doesn't always have to be about money. Consider skill/resource/time swaps, too.
- ✓ Build a platform- social media, website to attract an audience, or email list to keep in regular contact with people who love what you do.
- ✓ Use your assets- If you have work space, storage or equipment you don't always use, can you rent it out? Sell it?



PREPARING FOR BUSINESS FUNDING

Sharon Wilson



For which of you, intending to build a tower, sitteth not down first and counteth the cost, whether he have sufficient to finish it?

LUKE 14:28-30





01 DEVELOP A BUSINESS PLAN

- ✓ Create the plan with the lender in mind
- ✓ Business profitability/Industry
- ✓ Ability to pay back
- ✓ Know your break-even point
- ✓ Know the risks that may affect your business





02 TAKE CARE OF THE NECESSITIES

- ✓ Register your business
- ✓ Get an EIN (irs.gov)
- ✓ Get a Professional phone number
- ✓ Get a Professional email
- ✓ Get a Professional website
- ✓ Open a business checking account
- ✓ Establish some tradelines





03 ORGANIZE YOUR FINANCES

- ✓ Create personal and business financial statements
- ✓ Have tax returns available
- ✓ Know the amount needed
- ✓ Know your personal credit score
- ✓ Vet venture capitalists





04 Lender Decisions & Selling Yourself

- ✓ Online lenders
- ✓ Local banks
- ✓ SBA
- ✓ The 30 sec elevator pitch



RESOURCES

- **Accion.org** – This lender loans to start ups and people with challenging credit
- **Lendza.com** – They have a network of small business Loan providers for startups and seasoned businesses and submitting a loan request will not affect your personal or business credit score
- **Nav.com** – They have a network of lenders who provides business funding for startups and those making millions of dollars
- **Sba.gov** – Fund your business
- 5-star processing...they do merchant processing to allow you to accept credit cards; they will give you business credit as a startup. You can also set up accounts with PayPal and Square to process credit cards.



RAFFLE ENTRY

TEXT INFO TO (602) 598-5198

ONE OF THREE PRIZES

1. YOUR NAME + KBA HOT SEAT
2. YOUR NAME + KBA SUMMIT
3. YOUR NAME + KBA EXPO