

Opening a business

Running a business takes a lot of time, so make sure the business is doing something that you will enjoy spending a lot of time doing. Restaurant owners, bar owners, usually put in 14 hour days regularly. Setting up a business can mean working 80+ hours per week for the whole first year just getting everything set up and running smoothly.

A business name

You can set this up a couple different ways. If you might be sued, then you should probably set up a limited liability corporation or LLC. This costs about \$300 and is fairly easy to do.

<https://www.sos.state.tx.us/corp/businessstructure.shtml>

This link describes the different types of business you can set up through the state, and all you have to do is pay the secretary of state and you have a business.

The other option, if you are not likely to be sued, is to run your business as a dba, or doing business as. This means you have the company name for the county you register in, you can deposit checks with this name on it, but you are basically just doing the whole business under your name. This only costs around \$12-15, you just file your dba with the county clerk. We are in Gonzales County, so you would use their clerk, which is at:

427 St George St #200, Gonzales, TX 78629

A website

Websites are a lot easier than they used to be. Go to godaddy.com. Search for a website name that says something about what you do, is easy to spell and type in, and has something to do with your business name. It costs about \$20 for the name for two years. You also have to buy hosting, which is them storing your website online, this is about \$10 per month and includes a website builder that allows you to make your website fairly easily.

Business cards

This is also a lot easier than it used to be. Vistaprint.com is pretty cheap, you can design your cards right there on their website, and they will ship them to you.

Taxes

Every business and person has to deal with taxes. If you are running a business with a lot of expenses and income, then you should get quickbooks to keep track of your expenses and income. For your taxes, turbotax is fairly easy and fairly cheap to use. Turbotax can handle most of your stuff until your business starts to get kind of big, at that point, you should pay a CPA to do your taxes so that you don't get fined for messing them up.

Getting business

A business is not much of a business if you don't have customers. How you get customers will depend a lot on what kind of business you set up. TV ads can be affordable if you are buying on cable, but it is sort of expensive to get your ad filmed and edited. Radio ads are usually around \$5,000 to get started. Internet ads can be a lot cheaper, you can advertise with google, just check out adsense on google and you can buy ads through them. Word of mouth is good, so make sure your friends

talk about your business. You can advertise your stuff on facebook, Instagram, snapchat and whatever other social media you know people on. The best way is almost always just talking to people, a lot.

Running a business

It is very easy while running a business to stay busy. The problem with this is that most of the things that keep you busy while running a business are not things that actually make money. You should think about what things make money and what things don't. Filing papers doesn't make money. Going to meetings doesn't make money. Reading things doesn't make money. Making or selling the thing your business does makes money. Talking to customers makes money. Talking to people who might become customers makes money. Try to limit stuff that doesn't make money to less than 10% of your time.