



**The Freedom Academy**

**Thinking of starting a Business? Sole proprietor?  
New Business Owner? Self Employed?**

**"Top 10 Huge Mistakes  
Wrecking Your Business Hopes  
and Plans Before They Even  
Get Off the Ground!"**

**How to Keep Your Business Off the Rocks and  
Unlock the Secret of Recurring Income!**

**Ben Coker** MBA FRSA

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Are you the sole proprietor of a business working on your own or with just a few others?

Are you Self-Employed working in your own business?

Have you just started a new business in the last 12 months or so?

Are you thinking about starting your own business?

**If so, this Report is for you.**

You'll learn what are the top 10 biggest mistakes that hundreds of thousands of business owners make every year and why the vast majority of new businesses fail on average in the first 9 months.

You'll discover what you need to do to avoid this fate.

You'll see what you need to do (or not do) to get your business off the ground if you're starting from scratch and how to keep it going and growing if you're already up and running.

These are just the top 10 reasons why businesses fail or don't even start. There are more, but **if you avoid these** than you have a really good chance of your business being a success.



## No. 1 - Not having a clear Purpose

The biggest mistake you can make when starting or running your business is not having a clear reason WHY.

Many people start a business for the wrong reasons, or for inadequate reasons, or reasons based on false evidence.

Peter Drucker the business 'guru' said that "the purpose of a business is to find and keep customers". Yes, that's what your business should **do**, but it's unlikely to be your reason for having the business.

Most peoples' reasons are one (or both) of two things. One reason can survive by itself but the other can't.

If you are in business 'to make money' then unless you have a passion for money in its own right - just money and nothing else, you will fail.

**Being in business just to 'make money' is not a sustainable reason.** You end up on a treadmill just chasing after more and more money. It never ends and you burn out.

You *may* become very 'rich' but you won't have a family and you won't have any time to do anything with all that money.

**Successful business owners have created their businesses to 'make a difference'** in the world or to pursue a particular passion, like opening a garden centre or nursery if your passion is plants and gardening.

**Pursuing what you love doing as your own business always works and always succeeds.**

Provided of course that you don't make any of the other mistakes!

It is legitimate to start a business of your own because you don't want to work for someone else or you want to do things 'your way' having found it increasingly frustrating and stressful being told what to do and how to do it all the time.

You become 'unemployable', not because you can't find a job or no-one wants to employ you, but because you can't find an employer who listens to what you have to say or takes on board, and gives you credit for your ideas.

A friend of mine once told me "The boss told me I wasn't paid to think, just to work, so I left". It was the only 'job' he ever had, I think it lasted about three weeks.

**But - the business you start must be in line with doing something that you love doing and you are passionate about.**

Make sure, before you start and especially if you've already started that you have a good, clear *reason* for having your business.

You'll also need clear goals and targets about where you want to take your business, but that's another story.



## No. 2 - Only having a single Stream of Income

One of the biggest mistakes people make when they start a business, and sometimes as the business develops, is to rely on just one or maybe two streams of income or even worse, just one or two key customers. I know, I've been there.

Time and time again hundreds of businesses have gone under when a major corporation collapses, when there are harsh cutbacks in the public sector, or when there is an abrupt change in available technology.

**Having just one customer means you are totally reliant on that customer staying in business.**

This even applies if you supply just one *industry*. Think of how many other businesses closed when coal mining came to an end in the UK.

*It's absolutely essential to have multiple streams of income and multiple customers in different sectors.*

**If you don't you will fail.**



## No. 3 - Thinking you need a 'Great Idea'

Many people think that to start a business you have to have a 'great idea' - something new that hasn't been done before or a different new and 'better' way of doing something.

***This is a complete myth*** and there is no clear reason why it continues to be perpetrated by the education system, the media and various 'advisory' services.

This misconception isn't helped by programmes like 'The Apprentice' and 'Dragons' Den' where candidates are expected to come up with something 'innovative'.

Indeed, there's a lot of talk about new initiatives and innovative ideas from places like the Chambers of Commerce and various charities dedicated to getting young people into business.

There's nothing wrong with new ideas or innovative ways of doing things better, and if you have one that's great - as long as there's a market for it.

But at the end of the day, people still want their windows cleaned, still want to buy takeaway food, and still want their cars fixed.

You can start a business doing the same thing as lots of other businesses - at least you know there's a market for what you do.

And don't worry about the 'competition' there are always ways around that!

After all if a business is succeeding then it's clear that people want what they have to offer, and there are always plenty of buyers to go round.

You don't need a 'great idea' to start a business, **all you need is a 'great reason'.**



## No. 4 – Misunderstanding the Money

It's a common misconception that people need a lot of money in order to start a business of their own.

Again this idea is reinforced by programmes like 'The Apprentice' and 'Dragons' Den' where people compete for huge sums in order to get their proposed businesses off the ground or develop an existing business.

It may be true in some cases that investment is needed to develop an existing business but it is definitely not always the case that you need a large capital investment to start your own business.

On the other hand, anyone who tells you that you can start a business with no investment at all is probably promoting some sort of scam.

The truth is that you can start your own business with whatever money you have available but realistically the lowest viable amount to get started is something in the region of £250 - at first, but not necessarily all at once.

By that I mean that you will need some up-front investment, which may be £100 or less, *before* you start followed up by some 'working capital' once you get off the ground. As you get started you will have expenses, and you need to cover them before the income starts to flow.

It does depend on what 'type' of business you are starting and whether you intend to operate as a sole trader, a partnership, or a limited company, and there are different reasons why you may or may not choose each one of these categories - but you do have to choose one - at least to start with.

The key mistakes people make are:

- Not starting a business at all because they don't think they have enough money.
- Not matching their initial 'start-up' ambitions to the money they have available
- Relying on projected income (which may not materialise) rather than obtaining 'proper' funding for their business.

- Seeing the money that they spend setting up the business as a 'cost' rather than as an investment

There is nothing wrong with investing money in your business in advance of the expected income - as long as that income is realistic.

But the biggest money mistake you can make is not talking to an Accountant before you start.

There's a common myth that you don't need an Accountant until you've been in business for a year - that's what you'll be told by people who aren't in business or who have old fashioned ideas about Accountants.

Find an independent local Accountant who deals with small business (not one of the 'big name' and big fee city Accountants). They will show you the ropes and help you get set up - and they won't charge you by the minute as soon as you walk through the door!



## No. 5 – Doing it all Yourself

Another massive error that many people, especially those who work on their own and don't employ anyone, is to attempt to do *everything* themselves.

Yes, it can be hard to let someone else do some of the important stuff like the accounts and the marketing and the IT and all the other 'stuff' that needs to be done to get your business off the ground and keep it going.

The core of your business is the 'operations'; what the business makes or provides as a service (and of course that could be accounting, marketing or IT). You've set up your business to do something that you are (hopefully) pretty good at and that (again hopefully) you really enjoy doing. That's what YOU do.

You could be a brilliant florist and a genius with flower arrangements but absolute rubbish at doing the accounts or marketing your business so that people out there know who you are, where you are, what you do and how great you are at doing it.

I know, it's often very difficult to hand important functions of your business over to other people, especially if you not yet reached the stage where you know, like and trust them, or they have been recommended to you by someone that you do know like and trust.

And if you know nothing about how accounting works or how to develop a brand and market your business, or how to build and promote a website, it's really difficult and takes up a huge amount of otherwise productive time to try and do it yourself.

But so many people do, and as a result their businesses either wither and die or suddenly come crashing down.



## No. 6 – Worrying about 'Time'

*"I don't have the time to start a business"*

*"My business takes up too much time"*

I've known a lot of people who've decided not to start a business they really wanted to do, or give up and go back to a job working for someone else because they've got the 'time' thing wrong.

Some people though do work 'all hours' because that's what they **want** to do. If it's their *passion* and they don't see it as 'work' that's OK - as long as it doesn't impact on family or other matters.

But don't make the mistake of spending your time doing the functions of the business, maybe marketing, accounts, IT etc. that are not your 'thing' and that you don't really want to do.

**Delegate - outsource**, give those jobs to someone else, so that *you can focus* on the part of the business that you really do enjoy, but still have enough time left for 'living'.

Oh, and here's a tip.

When you do outsource or delegate to external suppliers do make sure they return the favour where appropriate and become *your* customer for whatever *you* do.

Don't make the mistake of giving up on starting your own business because you don't feel you have enough time.

Look at what you're doing with your week and just see if you could find an hour or so a day to get started.

It's not necessary to go full blast full time from day one with a new business.

You can start slowly and build it up alongside your employment until the time comes when the income from the business allows you to reduce the amount of your time you're selling to someone else.



## No. 7 – Fear of ‘Selling’

One of the biggest 'blockers' to people setting up their own business is the thought that they will have to 'sell' to people.

Most people (although there are many exceptions) *hate* the idea of 'selling' - probably because most people really don't like being 'sold to' and just do not want to have to do that themselves.

Most people (and unfortunately many companies) think of 'selling' in outdated 20<sup>th</sup> Century concepts.

'Back in the day' before the internet and before the extensive radio and TV advertising we're subjected to today, the only way to find out about something that you might want to buy was to go into a store and talk to a 'salesman' (and it was usually a man).

This meant that the information you were given was rarely objective, independent or comparative. They would only tell you about *their* product or service with the objective of not letting you out of their sight until you have parted with your hard earned cash (and of course in those days it was *cash*).

Today in the 21<sup>st</sup> Century things are very different.

**The buyer is now in control.**

The buyer has the information.

The buyer has probably already compared your product or service with others available and so ***the role of 'sales' has changed.***

As a business owner your 'sales' role is to ***guide*** the potential buyer in the 'right' direction and to facilitate the purchase, and there are many ways in which you can achieve this that are easily understood and learnt.

Don't forget that we all spend a lot of our lives 'selling'. It's what we all do whenever we explain our point of view to someone, when we ask someone to do something we'd like them to do, and even when we try to explain to someone where we think they have been going wrong - from our point of view of course.

'Selling' is not what it used to be - don't make the mistake of having an aversion to something that doesn't (or shouldn't) happen anymore put you off starting or developing your business.

And don't make the opposite mistake - if you are one of those 'born salesmen' out there of using outdated methods to attempt to convince people to buy your product or service. Yes, they may actually succumb to your methods - but they'll always be looking for a 'better' or 'cheaper' provider!



## No. 8 – Misunderstanding ‘Compliance’

'Back in the day', up until around the middle of the last century there were three elements to running a business. Operations, Marketing and Finance.

What your business 'does' - who does what and when and so on, how it is promoted, and how the money is managed.

But now there's a fourth element that all business owners have to cope with. 'Compliance'.

There are now thousands of rules and regulations covering all aspects of what your business does and even what it might do or not do. These rules are intended to 'keep everyone safe' and cover how you operate your business, how you manage the people involved, how you market your business and how you manage your finances.

There are very few things that you might do in your business that aren't covered by a multitude of rules, regulations and guidelines that dictate whether or not you can do something in the first place and then how you can and can't go about doing it.

**Many new business owners make some big errors in this area.**

There are numerous myths about what rules apply to whom, when those rules become applicable, who and what are 'exempt' from the rules.

People starting new businesses hear about these myths or make assumptions that certain rules don't apply to them.

Or they refuse to take advice from people who do know what the rules are.

I know. When I started my first business in my early twenties I thought I 'knew it all' (as we all do at that age) and failed to take advice I was being given by more experienced people. At the end of the day this just cost me a lot of money, but it could have been worse.



## No. 9 – Rushing into ‘Premises’

Do you **need** to have premises to start or operate your business?

The answer is 'it depends' - sometimes you do but mostly you don't. Remember Microsoft and Apple both started in the home garage, Facebook started in a College dormitory, Virgin started in a bed-sit, and many other major corporations had similar 'humble' beginnings.

In fact, the vast majority of the 4 million or so businesses in the UK don't have dedicated premises and those that do very often didn't start with them.

So don't let the idea of having to have a dedicated office or workshop or anything else put you off the idea of starting or even expanding your business.

There are lots of options and you don't even have to be officially based at your home address if that is where you choose to start your business.

And don't make the big mistake of going out and renting an office or a shop or whatever just because that's what you think you have to do. You don't - or at least not yet.

You can create your own business premises at home, in a room, the garage or even the garden shed - and you can cross charge the cost of heating, lighting, power, telephone and broadband to your business! (Your Accountant will give you the formula for this.)

There are rules and bye-laws about operating businesses from home but in general it's OK if you're not expecting a daily stream of customers, you're not 'retailing (other than by 'mail order)', and you don't fill your garden or drive with 'used cars'!

Of course, if you want to open a restaurant or something like that you will need to find somewhere and there are regulations regarding where certain types of businesses may or may not be located.

But in general, don't let the lack of 'premises' stop you from starting!



## No. 10 – Thinking you don't 'know' enough

Also known as 'impostor syndrome'.

We all have knowledge, skills, experience and abilities - and they're all different.

Regrettably the education system isn't very good at teaching entrepreneurial skills as the 'business skills' taught in schools and universities even up to MBA level are all about being employed and how to operate as an employee of a business or corporation.

Most of the top UK business leaders like Lord Sugar and Sir Richard Branson don't have any business 'qualifications' at all - their primary skills are all about talking to people and negotiating with people.

If you can do that you can run a business.

You don't have to be a chef to own a restaurant, you don't have to be able to drive or be a mechanic to be a used car dealer and you don't have to be an IT geek to run a web design company.

It helps but it's not essential.

Remember that Mistake No. 1 was not having a clear reason 'why' or a clear purpose for starting your business and not being sure that your business is very closely related to or facilitates something you are passionate about.

Whatever your passion you will develop the skills you need to put whatever you want to do into practice and you can get help to identify your goals and targets to get your business off the ground.

If you're not sure what you need to do to get your business started or to keep it going or to develop the growth you want, then the best answer is to find the right type of coaching to help you.

A coach will help you identify what it is that you need to do and also what it is that you want to do. They will guide you along the way but help you make sure you are going in the right direction according to your reason for having your business in the first place.



## Bonus Tip

The most important error people make about income stems from a basic misunderstanding of what a business is and what having a business is all about.

Without intending to offend, there are many people who *think* they have a business but in fact they don't.

I meet people every week who talk about their 'business' when actually all they have is a 'job' with themselves as the boss.

Just like being employed by someone else they are still selling their time for money, but instead of selling it to their employer they're selling it, along with their knowledge skills and expertise, to their clients or customers.

The trouble with the 'time for money' situation (which applies to around 90% of the population whether they are employed or self-employed) is that it depends entirely on your ability to 'be there'.

We all have the same amount of time. 24 hours, every day. Once we've sold it we can't get it back - and we can only sell it once.

The same applies to products that we sell to a customer. Until they want a new one or an 'upgrade' it's a 'one-off' transaction.

These income streams are linear and as such are limited or constrained by time and availability of raw materials.

But there is another way - a better way - a different type of income stream.

This is recurring income - income that repeats on a regular basis without your business having to put in further effort after first creating that income stream from your customer.

They pay you every month without your having to repeat the work you did in the first place or put in the time you did in the first place.

**To be truly successful your business needs to generate recurring income**



## The BIG Mistake

Many people fail because they treat their business like a job.

They limit their hours and take long holidays.

Now this is all very well if your business has already reached that critical mass where it generates an income which is independent of your input.

But until you've reached that the best way to cause your business to fail is to be out of reach of your clients.

As a client of many personal business, when I want something done I want it done now.

If I get an 'out of office, come back Monday' or 'we will be closed for the next two weeks'. I'm sorry, I'm off.

Someone else will be there waiting for my custom.

This isn't to say that you can't take holidays or breaks at all, because that's also a mistake.

You'll upset your family and burn yourself out as I nearly did when I started my first business.

During the first couple of years you need to be reachable at all times by your clients and especially your potential clients.

You're building precious relationships throughout this period and can't afford to 'let them go'



## What Next?

### First Steps

1. Create your business '**vision**' and understand **why** you want to do this.
2. **Understand** where you are now and where you want to go
3. **Set your goals and targets and make your plan.**
4. Turn your plan into **action**.

### **You don't *have* to make an all or nothing choice.**

You can be employed and start your own business at the same time (provided of course it's not in competition with your employer!)

There are millions of people worldwide who are employed but also do network marketing, affiliate marketing, internet marketing, or have an expert business.

You could *start* your 'great idea' business while you're employed but you can't really own a franchise and be employed as well, that just doesn't work.

### **There are really just two decisions to make.**

First of all is there something that you really passionately want to do, and is that best achieved by being employed, or by having a business?

Second is what you ultimately want to be, do, have and give consistent with the potential earnings you could achieve through employment, and the time you would have to sacrifice in order to generate those earnings?

### **Here's how you find out -**

To help you on your way I offer a **Free Personal Evaluation** to determine the best and most appropriate path for you to follow.

Simply book a quick call back to arrange this at -

<https://lifemastervnow.as.me>

**I look forward to speaking with you.**

Finally . . .

Throughout this report there's been a big assumption.

**I've assumed that you know what a 'business' is!**

Hundreds of thousands of people think they have a business - but they don't.

Hundreds of thousands of people think they are a 'business owner' - but they aren't.

Do YOU know what a business is? Can you define a business in a few words?

And don't bother checking the dictionary or your favourite search engine because the definitions you'll find there are all **WRONG!**

That's not to say they're untrue but they all miss out on explaining the **ultimate key reason** why businesses actually exist in the first place - a bit like trying to define a car or a horse and cart without explaining what it is for!

I can help you with this.

I've written a book which explains it all –

**WHAT THEY  
DON'T TELL YOU  
ABOUT STARTING  
A BUSINESS!**



**How to Avoid the 7 Big  
Mistakes that will Stop  
your Personal Business  
Dead in its Tracks**

**Ben Coker**

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