

Presentation upside down.

San Antonio Web Spinners Presentation January 2020

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I woke up on Tuesday and thought – Wow, wouldn't it be great to oversee your own destiny, but how? For the rest of the week I silently brainstormed **on how**.



Light me up – I will open my own business. I felt enlightened already.

What do I do next?

>>> We hope to give you insight. Have you heard the saying? “Well, hinesight is 2020.” Hopefully, we can be your hinesight before you have to experience it yourself.

Once you have decided to open a business, whether a store on-line or a service to the general public i.e. web design, web developer, graphic designer or photographer, you will need a well thought out basic plan. Do not quit your daytime job and expect to retire in 10 short years with little or no effort. Aside from daily long hours and frustrating moments there are also requirements from the Federal Government, the State and the County.

FEDERAL GOVERNMENT

EIN number – you should have this whether or not you have employees....<https://irs-ein-tax.com/application/sole-proprietor>

If you have employees, you will need to have a W-4 in your files and quarterly file Form 941 to report and pay the employee income tax.

Annually you will need to file a W-2 (employee and government copy) and a 940 for Federal Unemployment taxes.

The employee needs to complete an

I-9....<https://www.jobs.irs.gov/sites/default/files/wysiwyg-uploads/files/IRSDownloads/I-9EmploymentEligibilityVerification.pdf>. This completed form should remain in your files for 3 years after the date of hire, or 1 year after the date employment ends.

If you hire contractors instead of employees, you do not withhold income tax, but you will file a 1099 at the end of the year. Your employees also get a copy of the 1099. You will also file a 1096 with the government which is a summary of all 1099s.....<https://www.irs.gov/pub/irs-pdf/f1099msc.pdf>

It is important to recognize the difference between an employee and a contractor.....<https://www.irs.gov/newsroom/understanding-employee-vs-contractor-designation>. The general rule is that an individual is an independent contractor if the payer has the right to control or direct only the result of the work, not *what* will be done and *how* it will be done. Small businesses should consider all evidence of the degree of control and independence in the employer/worker relationship. Every situation is different and needs to be considered.

Form 1040 – Schedule C and 1040 SE are normally the forms that will be submitted annually to the IRS. along with the rest of your tax return. The 1040 C is a complete profit and loss statement for the year and the 1040 SE is for the computation of the self-employment tax that is due.

STATE GOVERNMENT

Before you begin any business, you need to obtain a Store License from the State. In Texas it is called a Texas Sales and Use Tax Permit.....<https://comptroller.texas.gov/taxes/sales//>

You will need to make quarterly payments to the Comptroller of the State for taxes that you collect. These forms are due on 1/20, 4/20, 7/20 and 10/20 each year. There is no annual form to complete. Now you will only charge taxes on customers that reside in the same state as you. If you have an office in another state, you will be required to charges taxes for that state also. It won't be long before they will come up with a way, that all sales will be taxed, regardless of the state.

If you have employees, you will also file and pay unemployment taxes quarterly to the Texas Workforce Commission. The percentage you pay is determined by the state every year based on how many employees have applied and received unemployment. This tax is not withheld from the employee, the employer pays the tax.

If you hire contractors, you do not pay unemployment taxes. It is up to each contractor to pay these taxes when they file their tax return.

COUNTY

Unless the business is in your name you will have to file an assumed name (DBA) Certificate of Ownership for Unincorporated Business or Profession. I am sure that each County is different, so we recommend checking with the County Clerk's office for instructions.

INTERNAL OFFICE REQUIREMENTS

Do you have enough basic accounting and tax knowledge to take care of all the paperwork, ordering, selling, banking, tax records and payroll records? We have found that normally it is better to have someone help with this and free you for selling and keeping the customers happy. While you are working on billing and reconciling bank accounts, you could be out selling or at the very least be working on ways to increase sales and the bottom line. If your business is just starting out and is small, you will probably be fine hiring a person with basic accounting knowledge and is able to file the quarterly reports. Most software now includes these reports, so it is a lot easier. They could take care of all the daily chores and then we recommend turning the end of the year over to a CPA for the tax return. This person could be full time or part time, depending on how much time is required to get the work done.

I have attached common forms that most businesses will use.

Purchase Order – to be sent to a vendor when you order a supply or an inventory item.

Invoices – These are sent to each customer as a summary of the sales. These can be sent the day a sale is completed, weekly or monthly.

Statement – These are usually sent monthly. This form contains a listing of all unpaid invoices.

Receipt – Some customers require a receipt for payment. A receipt can be handwritten or send via email.

Owning your own business can be fun and profitable or it can be one frustration after another, long hours and a financial burden. Typically, a business is not completely self-sustaining and profitable for anywhere from 3 to 7 years. The best thing you can have is a plan that is well thought out, enough start-up money to keep going until business grows and the knowledge to handle all the things that will come up.

WOW, now that was a lot to digest!

Are you still there? Interested in going forward. Great. Ownership of a business can be very rewarding and at the same time detrimental if you are not prepared.

Now, you have an idea...

- A product or service to sell
- The back-end business office under control

- You have a message that needs to be heard, but how? NOW What?

How do you attract customers? How do you get repeat business? OMG, where do I turn?

Next step, the Brand.

What is a brand?

A brand is your logo, your website, and your tagline. A brand is your color scheme and your brand usage booklet. It's your building, your employees, your management team, and your culture. It's your products or services. It's your pricing model and it's the way you do business. A brand is all of those things.

SO, WHAT IS A COMPANY'S BRAND, EXACTLY?

A brand is all of those things and then some. A brand is what makes your company your company. When it's done well, a brand changes the way consumers think about and interact with your business.

Having a good brand eliminates the need to compete on price alone. All things being equal, the company with a stronger brand will win any sale, even if they're more expensive. Consumers will pay a premium to have brand name products.

Excerpts from: <https://blog.leightonbroadcasting.com/blog/what-is-a-companys-brand-whats-your-brand>

Please do not tell me you are a small company just starting and you don't have time to think about a brand. CORRECTION – if you are selling a product you are competing with AMAZON. If you are in business today in the year 2020, the only way I know other than hiring a very expensive, highly trained sales staff to get the word out about your company is the web in some form or fashion. Whether you are selling widgets or cleaning houses you are competing with someone bigger than your company and maybe with more experience.

HOW WILL YOU MAKE THE MARK? WHAT MAKES YOU DIFFERENT? WHY YOU?

Questions to consider:

What can a business coach do for me?

A business coach will assist and guide the business owner in running a business by helping them clarify the vision of their business and how it fits in with their personal goals. Business coaching is a process used to take a business from where it is now to where the business owner wants it to be.

[insert > eBook: Hello My Name is Awesome?]

Items that can made you visible beyond your desk/office.

1. Domain
2. Hosting
3. Website
4. Social Media
5. Blog
6. Yellow Pages (in a book)
7. Google – Ad Words & Ad Display Packages
8. Search

- 9. Target Your Audience
- 10. Marketing vs Advertising
- 11. Web Designer / Developer?

Is cheapest the best? Should I go for the most expensive? How do I choose? & what the hell is Wordpress?

More thoughts:

- How to hire a web designer?

10 Things **You Should Do Before Hiring a Web Designer**

- [edited] Interview several designers and ask questions. Start with an area Google / Bing search, look at your competitor's designers, ask questions. Don't take the first one that answers the phone, don't hire your friend's uncle's cousin Roy who just made his own website – it's cool. **How do you know it's cool because things move on the page?** That does not make a website cool.
- Know your website goals and priorities. ...
- Create a Vision Board. ...
- Make a Design Wish List. ...
- Budget. ...
- Give Each Page a Purpose. ...
- Establish a Creative Process Before the Meeting. ...
- Create a Launch Plan.
- Images, graphics & pictures
- Website sitemap
- [edited - added] You should be offered some type of contract or agreement.

Excerpts from: <https://www.canny-creative.com/10-things-you-should-do-before-hiring-a-web-designer/>

- Domains, Hosting, Email, SSL and other renewable products
 - Are you the business owner going to keep up with these deadlines and understand the difference?
 - If you these answers is anything that resembles – uh, I am not sure.
 - Hire a professional. Be adamant and check – you are the owner and the professional is the admin/technical for renewals.

In short, my takeaway. Gruene Acres Web Design LLC started without the LLC in March 15, 2003. Very soon in 2020 it will be 17 years. I will be honest this is the longest I ever did anything. During the past 17 years, we have grown, shrank, grown, shared and prospered. We are still web designers with development capabilities, we have three of the top graphic designers in the state working with us – each has strengths in different types of projects. We have worked with single proprietors to multi-million-dollar clients and everything in between. We have grown into a company providing “business coaching services”.

As a business coach we listen to you. Help you navigate the waters filled with sharks and plan – how to accomplish your goals. **We start with the brand!** Help hire you a web designer to meet your needs now and as you grow, create a buzz about your business, assist with collateral materials and create a business checklist. We offer our services are available short to long term. Remember, *every flower grows through dirt!* -author, Unknown.