

Job vs. Business

Most currently offered courses are created with the objective of providing you a new, stable source of income. A job, as it were. Even though you may be working for yourself, as your own boss, you should ask yourself "am I simply providing myself a job...or am I running a growing, evolving and scalable business with the potential to provide me with substantial wealth"

Slide 1

A job is: a position that simply provides you with a functional paycheck.

A business is a living entity. It provides employment opportunities for you AND for others. It grows, flourishes, and can provide you with much more than just a functional paycheck.

The purpose of this course is to help you design your business. To teach you how to step back from your job and look at it from a wider perspective that allows and fosters growth. Finding ways to remove yourself from the minutia is one of the first major keys to developing a healthy growing business.

Slide 2

Let's examine this from the two perspectives and, hopefully, make things a bit more clear.

Here is a scenario – You have just received your shipment of products from your wholesaler.

Looking at it from the perspective of a job – "I have to prep and process these products to get them ready for shipment. I project that that this task will take two hours of my time".

Effectively what has happened here, is that you are putting a value on your time.

Transition to looking like this as a business – my same shipment showed up. "If I can hire someone to deal with this task, I can continue doing more valuable tasks that build my business further".

If you aren't looking for opportunities, they will pass you by. Every minute you spend packing a box is time that you aren't sourcing, negotiating or finding that next hot product or opportunity that may make you thousands of dollars over the course of the next year.

Outsource

As a business, we outsource as many facets that we do not understand or that would provide us a service that would outpace the opportunity cost of paying for that service. For example, we outsource our payroll services, our worker's compensation insurance, and we also have a CPA that handles our taxes. We have an employee dedicated to product packing, prep and logistics, and another employee dedicated purely to product sourcing.

These services help to make sure that we are not spending time doing things that we are not good at or that take up our time, so that we can focus on evolving our business. Naturally, when you first start out, you likely won't be able to afford all these same conveniences, but we didn't either. As our business

grew, we outsourced more and more processes like this. You see, that is an important key. Knowing when it is time to grow and scale your business. Sometimes the only thing holding you back from serious growth is simple as hiring an employee, maybe renting a small storage facility or even just buying a more effective label maker. Opportunities to better maximize your time come in all kinds of forms. Big and small. Again, what is important is recognizing when and how you can grow your business...and then pulling the trigger.

It's important to note that there are many opportunities for these types of services that we have discussed here. Below this video we have attached the ones that we use, and can personally recommend (as well as coupon referral codes) where applicable.

Develop a plan

Think like a business. Grow your business.

All of this can become easier if you develop a business plan or operational guide. The purpose of this exercise is simply to build a level of clarity in growing your business.

The first thing to think about is defining the things that you are good at. Make a comprehensive list of these items, for example:

- Sourcing
- Organization
- Etc.

We are simply looking for items that you legitimately believe are skills and are valuable to your business. Next, create a list of items that you feel are weaknesses:

- Bookkeeping
- Prep/Shipping
- Etc.

With these lists, we are going to want to do several things. First, we are going to try to develop a plan involving directly getting involved in strengths, and minimizing time spent on areas of weakness. For example, in our company anything that involves organization has NOTHING to do with my responsibilities list. I am unorganized naturally; even when I try I struggle with it. Fortunately, Eric is very organized. So, when it comes to organization or creating organizational systems – Eric spearheads those projects.

In some instances we are very fortunate in this regard. However, with creativity and ingenuity – you can find ways to outsource/automate your weak points. The most important fact about this situation is that it is most profitable to focus on your strengths. Utilize your strengths and make them the focus of your day.

Further considerations

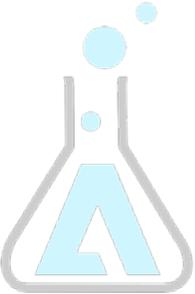
Beyond that, when creating your plan – we need to look and accurately project what type of sales volume we will be doing. Is our space conducive to that level of volume? If it is not, can we make changes to better prepare for an increase in volume?

- Make your space conducive with the prep that you expect to do (it is suggested that you overestimate). Look at your space and develop a clear plan for your product and flow – from receipt to shipping. Reduce obstacles and walking, put your bagging station very close to where you anticipate bagging products. Have label printer stations set up to print labels. If you use self-seal polybags (which we suggest) have a trash receptacle nearby for the white strips. Essentially, you are looking to do the most possible actions with the least amount of lost steps. Create efficiency within your work zone, without creating a cramped area.
- Analyze your cash situation. In later videos we will discuss defining your product range. Essentially, in this step you need to correctly estimate what type of capital you will be working with and define types of product that are conducive to that situation. Whenever possible, we look for situations that reduce the amount of dead capital we have. We try to focus our efforts into buying products that will sell within a given time frame, or stock period.
- Look for automation tools to make your work more efficient, or opportunities to outsource low cost labor. For example, in a higher volume business – your focus really needs to be heavily concentrated on sourcing new products, developing relationships and managing your cash flow situation (even if that is through managing stock-out periods or re-stock cycles).

This situation sounds scarier than it is. **Please bear in mind, that wholesale can be done on any level. Your cash simply has to guide your product range.** Developing a plan, allows you to manage these situations, often before they come up. You are able to estimate and forecast spending patterns – by simply looking at your product range and defining your target stock periods before we ever even purchase products.

Final Slide

That is the true beauty of wholesale. It simply becomes a formula. One giant math puzzle. You are able to accurately assess the amount of cash you will spending, get a great idea on your target returns and have a fantastic idea of your margin. That allows you to grow your business, and scale quickly (knowing what is coming around the bend, before you get to it).

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