JLG BUSINESS LEARNING COLLECTION

Start Your Business With Structure

Build an operating foundation before adding complexity.

Guide + workbook + knowledge check + 30-day implementation plan

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How to use this book

Read one chapter, complete its related worksheet, and choose an evidence-backed next action. Use the knowledge check to test understanding, then follow the 30-day plan. The worksheets are reusable: complete them on paper or use the companion CSV files in your spreadsheet software.

Who it is for: New founders and owners formalizing an existing business

Your completed output: An evidence-backed launch decision brief, obligations calendar, records index, and 30-day action sequence.

Scope: this is business education and planning support. It is not an individualized legal, tax, investment, credit repair, or lending opinion. Use qualified professionals and the actual requirements of relevant agencies and institutions for decisions that require them.

Examples in this collection are hypothetical teaching cases. Self-assessment scores measure your own evidence and preparation; they are not validated diagnostic or approval scores. No revenue, tax, credit, or financing result is promised.

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Companion worksheets / Self-assessment / Knowledge check / Answer explanations / 30-day implementation / Source notes

1. Define the business before choosing the entity

Start with what a customer will hire you to do. A useful business description names the customer, their problem, the paid deliverable, and the boundary of your responsibility. “Consulting” is too broad to guide decisions. “A fixed-scope onboarding workflow for local service companies” tells you what to sell, which records to keep, and what risks to investigate. Write the offer in one sentence, then describe how an actual customer would discover, buy, receive, and evaluate it.

Separate evidence from enthusiasm. Record three recent conversations with prospective customers, the problem each described, their current solution, and whether anyone has paid for a comparable outcome. A compliment is not a purchase commitment. A signed engagement, paid pilot, or specific purchasing requirement is stronger evidence. If demand is still uncertain, test a small deliverable before taking on long-term expenses.

Map the work into four stages: attract, agree, deliver, and collect. For each stage, name an owner and an output. A solo founder may own all four stages, but the stages still need separate controls. Before collecting payment, know what the customer receives, when delivery occurs, how changes are handled, and what happens when the work cannot be completed.

Your first decision is not how many entities to create. It is which operating model you can support. More entities mean more records, accounts, renewals, and decisions. Document the business reason for each proposed entity before discussing a structure with qualified advisers. Do not add complexity merely because an online example looks sophisticated.

Apply it: identify one fact you can prove, one unresolved question, and one decision this chapter changes. Enter them in the decision log.