



Worksheet 138 - The conception of a successful business

The first Phase of the Business Legal Lifecycle is **Conception.**

At the beginning of your business having a clear idea of what you are doing is critical for success.

Today on the show BLL co-founder [Jeremy Streten](#) offers some simple advice about how to bring your ideas to fruition.

Knowing where you're going is so important. If you don't know where you're going how do you know how to get there?

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You need a plan

If you don't set goals you're not going to get very far.

A big part of your planning is process is creating your initial team.

Key roles that need to be filled include an **accountant** who can provide tax structure advice.

You need to have a **lawyer** that will help you navigate rules and regulations and you need a **business mentor**.

Make sure you do your research and get the right advice.

A good mentor is worth their weight in gold.

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Write down some candidates for each of three positions mentioned above.



Who is your ideal client?

You'd be surprised at how many people start a business without being sure if there is someone to sell to.

To figure this out start by creating your "ideal client".

This is the kind of person that you would most like to work with.

Decide where this person likes to eat, what sports they like to watch and their favourite books.

You need to stand out from the crowd and to do that find your perfect niche.

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What are some of the qualities of your ideal client?

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Learn more by ordering the book

Whether you want to have a large company or a small lifestyle business, you must pay attention to the legal aspects right from the start.

The Business Legal Lifecycle is a handbook for you to use in your business on a regular basis.

The key areas that Jeremy Streten covers in the Business Legal Lifecycle are:

How to successfully set up your business

Why and when you need to pay attention to the legal aspects of your business

Who you should consult with along your business journey



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