

Complete Business Startup In A Box

We created a complete small business start-up as a surprise Christmas gift for Tammy Murray, mother of The Planning Shop's Academic Marketing Manager, Bryan Murray. We put together all the critical components that a startup entrepreneur would need to launch and run a small business so that Tammy can get her company up and running fast! On the following pages are the components we put together for Tammy.



the**Planning**shop

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Best-selling author and Small Business Columnist
and
The Planning Shop
Content & Tools for Successful Entrepreneurs

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www.PlanningShop.com

Toshiba Satellite M505D Laptop

The backbone of any business is your computer. You want one that is powerful enough to meet your critical business needs, has enough capacity to grow with you for at least a few years, is tough enough yet light enough to travel, with a big enough keyboard and screen to be your basic work computer. And yet affordable – because every dollar counts! And let's face it, you want a computer that you can also use for some personal uses, such as watching a DVD.



We chose the Toshiba Satellite M505D laptop for Tammy. We got it in red but it also comes in black and gray. Here are the specs:

- 14.0" widescreen
- Genuine Windows 7 Home Premium (64-bit)
- AMD Turion™ II Dual-Core Mobile Processor M500
- 4GB Memory
- 500 GB Hard Drive
- Webcam and microphone built into LCD bezel
- 5.18 lbs.

Most important advice for Tammy about her computer – back it up! If something happens to your computer, you don't want to lose your business too.

Windows 7 – Operating System

Microsoft took what we liked about Windows XP and how to make it even better. Windows 7 is designed to simplify the things you do every day, work the way you want, and make some exciting new things possible.



HP SimpleSave – Portable Hard Drive

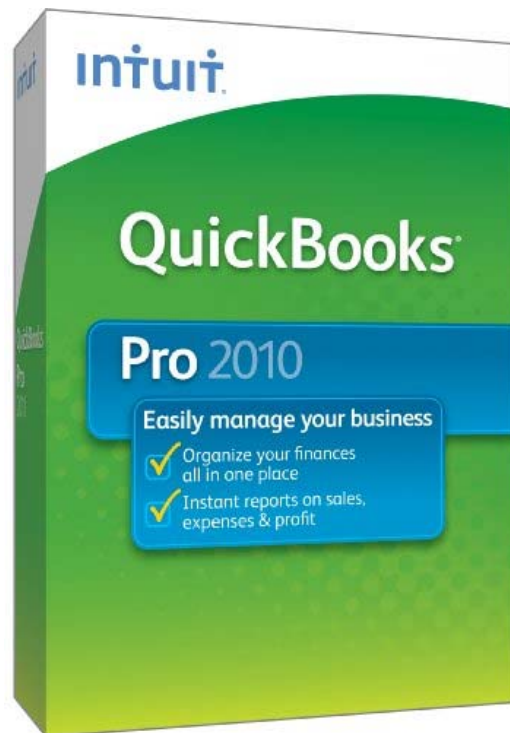
Anybody who has ever had their computer crash on them and lost precious irreplaceable files knows just how important it is to back your computer up. The HP Portable SimpleSave hard drive is HP's answer to this issue. It is intended to make the entire backup process simple, painless, and almost hands-free.



Quickbooks Pro 2010 – Accounting and Finance

The most popular version of America's #1 small business financial software helps you save time and get more organized. New features show you exactly where your business stands and save you time so you can focus on your business:

- Organize your finances all in one place
- Manage and customer, vendor, and employee data
- Save money-track every dollar in and out



Intuit Customer Manager – Customer Relationship Software

Intuit gives rise to a brand-new software category with its new QuickBooks Customer Manager. Populate this innovative product with contacts and data from several popular applications and you get one centralized application that holds your critical customer data. Help your office stay organized and working together with 24/7 access to customer information. Stay productive on-the-go with mobile access to just the details you need for customer visits.



VistaPrint - Business Cards

Business cards are one of the first things any entrepreneur should invest in and VistaPrint offers you 250 cards for next to nothing. They have over 300 business card designs and the printing is free – pay only for shipping and processing.



Here's the very first thing Bryan got for his Mom – even before the logo or a new phone number. Business cards are so cheap – about \$10 for 250 - you should get some as soon as you start to work on your business.

Microsoft Office Live – Website and Email

Office Live Small Business provides your company with everything needed to create a professional web presence for free, including easy-to-use website design and management tools, and 100 email accounts. You also get a free suite of professional business applications that will allow you to manage customers, projects, and documents and easily share information with employees, customers, suppliers and vendors.



www.TLCdelivered.com



T.L.C. Delivered

Cookies and more right to your loved one's door

Welcome to T.L.C. (Tammy Loves Cookies) Delivered



We love cookies. You love cookies. Who doesn't love getting cookies in the mail? T.L.C. Delivered is the easiest way to send cookies and more in a great care package to your favorite college students, friends, and family. Our cookies and treats are made with love from a family recipe and wrapped in a fun and inviting package just like you would send. T.L.C. Delivered is a fun and easy way to send your loved one's care packages without the hassle.

Love,
Tammy

HP MarketSplash – Professionally Designed Logo

Professional designs will make your business look big. Take control of how you market your company. MarketSplash lets you hire a top-notch design team or use our exclusive, professionally created templates for design-it-yourself products. The designers created this logo below and Tammy will be able to work with the team for two revisions to craft her brand exactly how she likes.



Here's the first logo design MarketSplash sent us for Tammy – she gets two more designs to choose from, but we wanted to let her have the fun of working with the designer.

Mail Chimp – Email Newsletters

MailChimp is a free email marketing newsletter that makes it easy to send newsletters to your customers, manage your subscriber lists, and track campaign performance. MailChimp uses extremely powerful tools that sophisticated marketers use (like segmentation, a/b testing, and ROI tracking), and we make them accessible to anyone.



The Planning Shop – Planning Books and Financial Software

www.PlanningShop.com

The Successful Business Plan: Secrets & Strategies

Successful Marketing: Secrets & Strategies

Six-Week Start-Up

The Owner's Manual for Small Business

Winning Presentation in a Day

Passion to Profits

Successful Business Research

The Planning Shop's financial software allows you to develop and test financial projections, create budgets & scenarios, generate charts, and print out financials and plans without creating your own complex spreadsheets. The interactive, Excel-based worksheets are formatted and calculated automatically by the program so you can complete your business and marketing plans fast.



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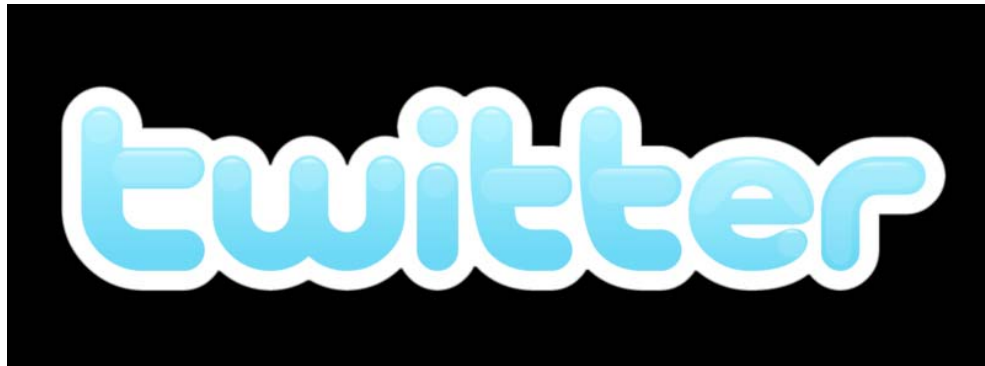
Rhonda Abrams – Business Planning and Consulting Session

For over 15 years, Rhonda Abrams has provided business planning expertise to literally hundreds of thousands of entrepreneurs and businesses. She is the author of the best-selling *The Successful Business Plan: Secrets & Strategies*, now in its fourth edition, and several other business planning books. Her nationally-syndicated column on small business strategies reaches 20 million readers a week in over 130 newspapers.



Twitter Account – Marketing and Social Media

Twitter is a micro-blogging platform that lets you update your status and let the world know what you are up to. Twitter should be part of your marketing arsenal as it provides positive exposure for your business. Depending on your business, Twitter could be an effective tool.



Free conference calls are simple and easy to use, requiring only a name and an e-mail address to receive an instant account. Your teleconferencing line is available to you 24/7 and there is no need to schedule or make reservations. Each conference call account accommodates 96 callers on an unlimited number of 6 hour free conference calls.



Skype

With Skype, small businesses work better with free face-to-face Skype video calls between colleagues - home and abroad. Now you can easily share products and designs, in real time, and know when colleagues are available with online status through Skype. Businesses can also save money with pay as you go calls or unlimited calling subscriptions for calls abroad.



Google Voice

Google Voice provides a U.S. phone number, chosen by the user from available numbers in selected area codes, free of charge to each user account. Inbound calls are forwarded to other phone numbers of the subscribers. Google Voice provides additional features such as voicemail, call history, conference calling, call screening, blocking of unwanted calls, and voice transcription to text of voicemail messages.

