Fundamentals Chapter List

* 1 – Is Having Your Own Business Right For You?
	+ 1.1 Introduction
	+ 1.2 Self-Assessment
	+ 1.3 Self-Reflection
	+ 1.4 Purpose of This Course
	+ 1.5 The First Advice
	+ 1.6 Enormity of the Task
	+ 1.7 Reflect Again
	+ 1.8 Being A Leader
	+ 1.9 Managing Stress
	+ 1.10 Getting Your Degree
	+ 1.11 Trust No One
	+ 1.12 Know Everything
	+ 1.13 Everyone’s Nice Until Something Goes Wrong
	+ 1.14 Basics of Human Psychology
	+ 1.15 Don’t Quit Your Job Yet
* 2 – The Walmart of Healthcare
	+ 2.1 The Walmart of Healthcare
	+ 2.2 The Solo Business
	+ 2.3 Business Services
	+ 2.4 Competing With Corporate Juggernauts
	+ 2.5 Customer Rapport
	+ 2.6 Customer Service
	+ 2.7 Introduction to Staff Compensation
	+ 2.8 Staff Resources
	+ 2.9 Introduction to Staff Management
	+ 2.10 Creating Revenue
* 3 – Assembling Your Team
	+ 3.1 Never Hire Anyone You Can’t Fire
	+ 3.2 What Makes A Good Team
	+ 3.3 Finding Attorneys
	+ 3.4 Finding A Real Estate Broker
	+ 3.5 Finding An Insurance Broker
	+ 3.6 Types of Insurance
* 4- Business Development & Licensing
	+ 4.1 Establishing a Business Concept
	+ 4.2 Defining Your Business
	+ 4.3 Create Your Business Website and Logo
	+ 4.4 Business Specialty
	+ 4.5 Communications Record Keeping
	+ 4.6 Naming Your Business
	+ 4.7 Types of Business Entities
	+ 4.8 Business Documents
	+ 4.9 Corporate By Laws
	+ 4.10 Board of Directors and Committees
	+ 4.11 Business Record Keeping
	+ 4.12 Getting Your Business License
	+ 4.13 Opening Bank Accounts
* 5 – Compliance and Credentialing
	+ 5.1 Compliance Overview
	+ 5.2 Components of an Effective Compliance Program
	+ 5.3 The Value In Having A Compliance Officer
	+ 5.4 Major Compliance Topics
	+ 5.5 Human Resources
	+ 5.6 Credentialing
	+ 5.7 Risk Management
	+ 5.8 Public Safety
	+ 5.9 Outsourcing
* 6 – Understanding Taxes
	+ 6.1 Basic Types Of Taxes
	+ 6.2 Tax ID Numbers
	+ 6.3 Understanding Tax IDs
	+ 6.4 Obtaining Your EIN Number
	+ 6.5 Your Business Name On Your EIN Application
	+ 6.6 Unemployment Insurance Number
	+ 6.7 Sales Tax and Use Number
	+ 6.8 The 101 Error
	+ 6.9 Obtaining a New EIN
	+ 6.10 EFTPS
	+ 6.11 FUTA
	+ 6.12 Payroll & Employer Tax
	+ 6.13 Schedule K-1 Form
	+ 6.14 Profit & Loss Statement
	+ 6.15 The Balance Sheet
	+ 6.16 Common Tax Forms
* 7 – Finding The Right Location
	+ 7.1 Finding Your Office Space
	+ 7.2 Engaging Your Real Estate Agent
	+ 7.3 Location, Location, Location
	+ 7.4 Further Considerations
	+ 7.5 Lease Rate Versus Location Benefits
	+ 7.6 Ordinances
	+ 7.7 Zoning
* 8 – Assessing The Store
	+ 8.1 General Considerations
	+ 8.2 Meeting Your Business Needs
	+ 8.3 The Layout
	+ 8.4 The Flow
	+ 8.5 Considering Renovations
	+ 8.6 Additional Considerations For Specialty Areas
* 9 - Negotiating The Lease
	+ 9.1 Everyone’s Nice Until Something Goes Wrong
	+ 9.2 Types Of Leases
	+ 9.3 Penalties
	+ 9.4 What To Include In The Lease
	+ 9.5 Signage
	+ 9.6 The CAMs
	+ 9.7 The TIA
	+ 9.8 The Estopple
	+ 9.9 Local Government
	+ 9.10 Everything Is Negotiable
	+ 9.11 Read Everything
	+ 9.12 Check Your Attitude
* 10 – Understanding Credit Scores
	+ 10.1 Credit Scores
	+ 10.2 FICO
	+ 10.3 Credit Score Factors
	+ 10.4 Strategy
	+ 10.5 Formula For Excellent Credit
	+ 10.6 How Banks View Your Credit
	+ 10.7 Establishing Business Credit
* 11 – Financing and Loans
	+ 11.1 The Value of Financing
	+ 11.2 Cost Of A Business
	+ 11.3 Types of Business Loans
	+ 11.4 Predatory Loans
	+ 11.5 Understanding Interest
	+ 11.6 General Loan Criteria
	+ 11.7 General Loan Process
	+ 11.8 Use Of Your Loan
	+ 11.9 SBA Loan
	+ 11.10 Writing A Business Plan
	+ 11.11 Writing A Business Projection
	+ 11.12 Other Financial Resources
* 12 – Ordering Equipment & Supplies
	+ 12.1 General Considerations
	+ 12.2 Knowing Your Rep
	+ 12.3 Buying Office Equipment
	+ 12.4 Buying Office Supplies
	+ 12.5 Buying Business Specialty Equipment
	+ 12.6 Buying Business Specialty Supplies
	+ 12.7 Buying Specialty Equipment
* 13 - Third Party Vendors
	+ 13.1 Overview of Third Party Vendors
	+ 13.2 Necessary services
	+ 13.3 Helpful Services
	+ 13.4 Unnecessary Services
	+ 13.5 Vendor Negotiations
	+ 13.6 Vetting Vendors
	+ 13.7 Vendor Risk Management
* 14 – Security & Safety
	+ 14.1 Overview of Security
	+ 14.2 Camera Systems
	+ 14.3 Wiretap Laws
	+ 14.4 Areas In Need Of Security
	+ 14.5 Computer Security
	+ 14.6 Internet Usage Policy
	+ 14.7 Staff Training
	+ 14.8 General Safety Measures
	+ 14.9 Emergency Preparedness
* 15 – Setting Up Your Office
	+ 15.1 Décor
	+ 15.2 Documents
	+ 15.3 Customer Behavior
	+ 15.4 Security
	+ 15.5 Uniformity
	+ 15.6 Miscellaneous Set Ups
* 16 – Setting Up Your Hospitality Store
	+ 16.1 Choosing a Hospitality Service
	+ 16.2 Benefits of a Hospitality Service
	+ 16.3 Licensing, Permits, and Inspections
	+ 16.4 Food Related Services
	+ 16.5 Retail Related Services
	+ 16.6 Human Related Services
	+ 16.7 Animal Related Service
* 17 – Hiring The Right People
	+ 17.1 Employer-Employee Relationship
	+ 17.2 Finding the Right People for *Your* Business
	+ 17.3 Hiring a Psychopath
	+ 17.4 The Value of Questionnaires
	+ 17.5 Setting Expectations
	+ 17.6 Psychology of Managers
	+ 17.7 Setting the Tone
	+ 17.8 Employer Costs
	+ 17.9 Setting Salaries
	+ 17.10 Vetting Candidates
	+ 17.11 Interviewing Candidates
	+ 17.12 Employment Contracts
* 18 – Accreditation, Competition, and Awards
	+ 18.1 Advantages of Accreditation
	+ 18.2 Disadvantages of Accreditation
	+ 18.3 Challenges of Accreditation
	+ 18.4 Accreditation Process
	+ 18.5 Choosing the Right Accreditation For Your Business
	+ 18.6 Advantages of Competition
	+ 18.7 Disadvantages of Competition
	+ 18.8 Advantages of Winning Awards
	+ 18.9 Disadvantages of Winning Awards
* 19 – Marketing & Advertising
	+ 19.1 Overview of Marketing & Advertising
	+ 19.2 Creating Ads That Work
	+ 19.3 Understanding SEO
	+ 19.4 Social Media
	+ 19.5 Free Marketing
	+ 19.6 Advertising Psychology
	+ 19.7 People Buy What They Feel
	+ 19.8 Hiring A Firm
* 20 –Putting It All Together
	+ 20.1 Putting It All Together
	+ 20.2 Preparation
	+ 20.3 Workflow
	+ 20.4 Task Lists
	+ 20.5 Expectations
	+ 20.6 You Get Out What You Put In
* 21 – Expanding Services
	+ 21.1 Benefits of Expanding Services
	+ 21.2 Reinvesting
	+ 21.3 Administration
	+ 21.4 Advanced Equipment
	+ 21.5 Adjunctive Expansion
	+ 21.6 Ancillary Services
* 22 - Opening Additional Locations
	+ 22.1 Opening Additional Locations
	+ 22.2 Establishing a Model
	+ 22.3 Advantages
	+ 22.4 Disadvantages
	+ 22.5 Budgeting the Cost
	+ 22.6 Increasing Independence
	+ 22.7 Franchising
* 23 - The Future
	+ 23.1 Your Future
	+ 23.2 Things You Never Dreamed Possible
	+ 23.3 Benefits of a Subscription
	+ 23.4 The customer is always right . . . Bullsh#t!
	+ 23.5 Final Thoughts