

# start-up business workbook

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Hi!

I'm Sean, Owner, MD and Epic Badass of Diverso, a firm of accountants based in the UK. I've created this guide to share, what I think, is the most important things you need to know if you're already running or thinking of starting, a small business. I've based this on my experience over the last decade as an accountant and business owner. I think I know what I'm talking about and I've helped thousands of business owners just like you in the past, so buckle up and be prepared to be amazed (or, at the very least, very mildly surprised).

Whilst I reckon I've got a good idea of how it should be done, Diverso Accountants or Sean Toomer is not liable for any adverse effects caused by action taken from any of the advice, strategies, systems or processes recommended within this guide. We recommend you seek the guidance of a professional. Basically, it's not our fault.

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## Workbook

You can use this workbook to complete as you read through our start-up business guide. If you do, you'll have a full business plan at the end 😊

## About Diverso

Diverso are accountants who provide an accountancy service with phenomenal support to small businesses and only small businesses. The service we provide has been specifically designed for you - do you feel special?

It includes a simple, unlimited, monthly subscription which includes all the things you'll ever need accountancy/tax wise. It comes with a flashy cloud bookkeeping package too. We also have some pretty cool add-ons which you can use us for too; if you want to make things a little easier.

But where we excel, is the unrivalled, totally unlimited support we offer clients - above and beyond what you'd expect from an accountant. Our aim is to dazzle the pants off of clients. This may sound bold, but If you don't believe us, just take a look at what our clients say on our website.

If you're ready to love us too, get in touch [here](#).

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being a  
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the  
idea



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market  
research



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**Plans for Market Research:**

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**Notes:**

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# how to build the right business model



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creating your  
**vision**

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**My Big Hairys:**

**1 Year:**

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**2 Years:**

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**5 Years:**

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**10 Years:**

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# when to start your business



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who will you sell to  
and how

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**What's going to make me different?**

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**Routes to Market ideas:**

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# competitors

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**My main competitors are:**

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**Notes:**

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# startup costs

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# Start-up Costs

## Cost

Software  
 Equipment  
 Fixtures & Fittings  
 Stock  
 Insurance  
 Legal fees  
 Initial Promotion/advertising costs

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## Total Startup Costs

Personal Savings  
 Other Investment

## Funding Required

£

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# suppliers



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### Qualities I'd like my Suppliers to have:

**Ideas for my main suppliers:**



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# breakeven

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# Breakeven

Use this template if you have no Cost of Sales (you are a service-based business). Enter as monthly amounts

£

## Overhead Costs

Software  
Equipment  
Fixtures & Fittings  
Stock  
Insurance  
Legal fees  
Initial Promotion/advertising costs

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## Total Overhead Costs (sum)

**Breakeven per Month** (divide by 12)

**Breakeven per Week** (monthly breakeven times 52, divided by 52)

**Breakeven per Day** (divide weekly Breakeven by 7 or 5)

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# Breakeven

Use this template if you have Cost of Sales (you are a product-based business)

Enter monthly amounts.

£

## Cost of Sales

Selling Price per unit

Direct Costs Per Unit

Gross Profit Margin Per unit (SP minus DC divided by SP)

## Overhead Costs

Software

Equipment

Fixtures & Fittings

Stock

Insurance

Legal fees

Initial Promotion/advertising costs

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## Total Overhead Costs

**Breakeven per Month (no. Units)** (TO divided by SP divided by GPM)

**Breakeven per Week** (monthly breakeven times 52, divided by 52)

**Breakeven per Day** (divide weekly Breakeven by 7 or 5)



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# the business plan



## Profit and Loss

## The Good

[illegible]

## Profit and Loss

## The Bad

[illegible]

## Profit and Loss

## The Downright Ugly

[illegible]

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# bookkeeping



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# support



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# top ten tips for starting a business



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