
How to Build A Business with the Gifts You've Been Given

Written by

Cynthia G. Boyer, Owner

God's Virtuous Women Entrepreneurs

Christian Women Love Doing Business God's Way!



Copyright © 2015 by Cynthia G. Boyer

All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the publisher. Requests for permission or further information should be addressed to Cynthia G. Boyer @ cyndisdesignz@gmail.com

As a Christian woman entrepreneur I know the importance of helping others to live their dreams.

I have had dreams of owning my own business since I was a teenager. I thought I would carve out my own path and take my journey into a world of wealth by being a great typist, an administrative assistant or perhaps a medical secretary or transcriptionist who could change the world.

I thought my dreams and goals of being this great typist would end there, but I am thanking God that He had a completely different plan for my life. I am thanking God for His faithfulness in showing me that I have the amazing ability to do great things and one of those great things includes helping others. This is my life.

Being an entrepreneur has truly been a challenge for me. As a self-taught graphic artist, I've created many attention-grabbing logos for my customers and I have learned some great lessons from a few of my clients, but I wouldn't change this profession for all the money in the world.

I have been able to take the gifts that God has bestowed upon me and started a wonderful business that I sincerely love. It is my passion because it comes from God and because I'm so in love with God, I love people and because I love people I enjoy helping people to live rich and fulfilling lives. I believe when you have a business you're passionate about, it changes your entire life because you are using the gifts God has given you and it brings Him glory.

I want to share this e-book with you in hopes that it will bless your life in some way. I hope you enjoy it and please feel free to share it with others.

I thank you and God bless you.

Cynthia G. Boyer, Owner
God's Virtuous Women Entrepreneurs
www.godsvirtuouswomenentrepreneurs.com
www.cyndisdesignz.com
Email: cyndisdesignz@gmail.com

My Gifts – Thank You, Father

Typing. It's just one of my many gifts. At the sweet age of 14 I began typing. I loved it. The more I typed the better I got. I typed quickly and I typed accurately. I typed so much that by the time I got to high school I was typing 75 wpm (words per minute). When I graduated from high school my goal was to go to college to become this amazing writer and photographer, but when I went away to school, I stayed for one semester and came back home, but that's another movie that I'll write at another time.

Growing up, I was never told or taught that I could do great things so I just settled with being a typist. How could I achieve great things when I lacked all the components to do great things; faith, self-confidence, understanding, wisdom and knowledge? I no longer pursued my writing career and just settled for applying for secretarial jobs all my life until I decided to start my own work-at-home business. I began typing dissertations and transcribing medical reports for college students and doctors. There was great money in this, but it wasn't just about the money for me. I wasn't content nor was I happy at all. I found that typing terms papers and transcribing interviews were burdening and boring me. I wanted so much more for my life, my children and my husband and that so much more came in the form of designing and creating coloring pages for children. Not long after that, I discovered the gift of design and now I'm a self-taught graphic designer. This is where my joy comes in, surrounds, encompasses and embraces me like no other feeling in the entire world except for my relationship with Jesus Christ. I love tapping into my creativity and going above and beyond what my own eyes can see. The Holy Spirit speaks to me.

The Start of Something Big

When I started my graphic design business I was super excited because I was doing something that I thoroughly enjoyed. Working as a graphic artist, I was in awe as I began creating magnificent masterpieces as they came together right before my eyes. The more I designed, the more I fell in love; it became my passion. I'd sit at my desk designing for hours when my kids went to school. When I saw how awesome my designs were, I decided to put them on t-shirts because years prior to discovering this rare gift of design, I wanted to have my own t-shirt business and I thought to myself, "I can put all of my designs on t-shirts and since people love t-shirts it was the perfect fit and a great business venture." After seeing how

fantastic my designs looked on t-shirts and customers loving them, I decided to go to the next level and put my designs on tote bags, mugs and other promotional items. I needed a way to get my designs on all these items so I set out to do some extensive research. I found Café Press and Zazzle stores and began my journey with them and I have been selling my merchandise through them for a few years now. I also make custom designs for my clients as well as designing Scriptures on the Table and designs for causes such as Sickle Cell Disease and Breast Cancer. You can preview my artwork in my Zazzle store. Anyone can open a Café Press and Zazzle store and sell merchandise and make money in the comfort of home. I enjoy creating and designing new works of art every week and I never run out of ideas simply because the Holy Spirit lives inside me speaking to me each and every day.

What is it that you enjoy doing? What is your passion? Let me help you to discover what has been lying dormant in you for way too long.

As a work at home wife and mother, there's so much that I do and I love doing it all. Like a lot of women, I am multi-talented and I know you are too. Deciding on what home based business to start is easy, but sometimes we need a little help on finding out what that home based business is. I'm going to help you right now.

Last year as I sat at my kitchen table eating a bowl of oatmeal, I was looking at the picture on the wall that says Bless Our Home. I was sitting there thinking about how people have come up with some of the simplest ideas and have turned them into lucrative million-dollar businesses. All of a sudden I came up with the most spectacular invention of all time. Just by sitting in my kitchen table and focusing on that one picture hanging on my wall, the Holy Spirit spoke this invention into existence for my family and me. I told my son about it and he said, "Mom, this is brilliant!" I certainly thought so. When my husband got home from work that day, I told him about my invention and he loved it. In addition to my design and t-shirt businesses, here I am on to something amazing.

I've shared this with you to say that if you have an idea, an invention, a product or a service and you're passionate about it, why not turn it into a business.

Are You Ready?

Now, wherever you are sitting or standing in your home, whatever room you are in, look around you. What do you see? If you're in your bedroom, family room, bathroom or laundry room, what do you see? Is there something in your home that inspires you? Something that you can do to make your life easier and then the lives of others better? Be careful and just take your time looking around you. Now, if you don't see anything that inspires or speaks to you in some way then move on. It's time to delve deep into your spirit and find your true and authentic gifts and talents.

Do you write? If so, do you enjoy it? Does writing embrace you and give you a sense of peace whenever you write. Do you write poetry? Are you an artsy person? Do you love jewelry, arts and crafts? Can you draw? Are you a saleswoman? Do you have an uncanny knack for selling things? Are you good with numbers? These are just some questions that you should be asking yourself to help determine what some of your God-given gifts are because I'm sure you have more than just one gift. Whatever it is you love to do, let's turn that into a home based thriving, prospering, lucrative and highly successful business. Now remember, let's not even give money a thought because if you're doing something you absolutely positively love, the money will come; you don't even have to think about the money. When you discover your passion, thoughts of money won't even come into your mind because you'll be too excited, super busy and overjoyed as you work to build your brand. Now this is living life the way life should be lived.

Ask Yourself These Questions:

- **Do I want to work from home?**
- **Do I really want to be my own boss?**
- **Do I have the patience, the knowledge, wisdom and understanding to work for myself?**
- **I know I'm gifted and talented, but am I skilled enough and do I have the ability to build my own empire?**

Of course you do! There is no doubt that you do. You've been blessed with some unique gifts and you are beyond talented. Why not take all that you've been given and be a blessing to your family and others. I do it every day and I have to say there that is no feeling like it in the world and there is definitely nothing that can compare to working for yourself.

The Journey to Your Ultimate Success

Okay, so by now, you've discovered or perhaps you've known for quite some time where your passion lies, but you weren't sure what to do with it or how to start your own home based business. It's time to go to the next mountain. Here's what you're going to need.

7 Business-Building Tools

- Faith
- Confidence
- Gifts
- Talents
- Skills
- Abilities
- Knowledge

These seven business-building tools are going to make you super successful. If you've been equipped with these great tools, you're ready to start your business.

Now, let's get ready to put your systems in place, and then you'll be ready and excited to open the doors to your new business.

YOUR CHECKLIST

Here's your checklist of all the things you'll need to begin the process of building your own business:

- Write Down Business Goals/Ideas
- Choose a Place in Your Home to Setup Your Office
- Write Your Business Plan
- Write Your Marketing Plan
- Utilize Your Gifts
- Showcase Your Talents
- Tap into your creative
- Skills – use them brilliantly
- Abilities
- Name Your Business (Determine the Legal Structure of Your Business)
- Register a Business Name (Doing Business As)
- Get Your Tax ID Number
- Register for State and Local Taxes
- Obtain Business Licenses and Permits
- Create and design your marketing tools: sales letters, flyers and other marketing materials to help promote your business. Also, be sure to design your company logo, banner and button or you can get someone to do it for you for a small fee.
- Design Your Letterhead
- Create Invoices/Sales Receipts.
- Write “Thank you for your Business” letter (if appropriate)
- Advertise your business
- Design your own website (you can design a free website using Webs, Wix, Weebly, Blogger or WordPress. Please be sure to pay for the domain name to ensure your credibility).
- Get an email address
- Advertise Your Business (Marketing Tools)
- Let family and friends know you're in business so they can spread the word to help you grow your newfound business.



SYSTEMS IN PLACE

In order to leverage your business it is imperative for you to have systems in place. Here are five key components that your business should have in place before you launch it:

1. YOU MUST HAVE A GREAT OPERATIONAL SYSTEM IN PLACE.

An operational system is how you will manage your business on a day-to-day basis. Write down everything that pertains to your business. For example; you need to have a system that includes your clients' names, (personal/business) their addresses, telephone numbers, passwords and login information for your websites and anything that will help you to keep your business running smoothly from one day to the next.

2. DESIGN A CLIENT MANAGEMENT SYSTEM.

A client management system is how you will manage client related problems from questions, complaints, refunds and other issues should they ever arise.

3. A MARKETING MANAGEMENT SYSTEM.

A marketing management system is how you will get found and known in your niche and will also be used to promote and market your business. Social media is an awesome networking tool you can use to leverage your business; Facebook, Twitter, LinkedIn, Pinterest, Instagram, etc. Your marketing materials are very important tools that can help you grow your business; fliers, brochures, business cards, postcards, t-shirts, pens, mugs, etc.

4. A FINANCIAL MANAGEMENT SYSTEM

Your financial management system will be used to help you manage your funds. It can also be used to help you to reach your financial goals. Write down how much money you want to make every week and then implement how you plan to create your wealth.

5. A DAILY TO DO LIST SYSTEM

A daily-to-do list should be implemented to keep your business running smoothly and growing daily. Be sure to write down all your

goals every night at the close of the day or in the morning before you begin your day. When you have written down all your goals and tasks, cross them out as you achieve each one.

5. Continued

It is also vital that you complete your hardest tasks first and then you can focus and concentrate on the easier, smaller tasks which will free up more time in your day because usually the harder tasks require more time.

GOALS

With your checklist and systems in place, you are now in the beginning phase of starting your entrepreneurial journey. You are, intelligently, slowly and carefully laying the foundation for your new home based.

One very important component of your business is to list your goals everyday.

I believe when you have clarity and understanding of what your life and business goals are, you're already setting up your business for present and future success.

Here are just a few goals that should be on the very top of your agenda every single day in addition to your other goals which will may change daily, but the goals listed below shall remain always:

- **Passion, Determination and Motivation.** Being equipped with these essential tools will also help to ensure your success 100%.
- **Goal-Setting and Writing.** Journal your goals the night before so that you can begin the next day and each day like a new beginning because it will be. **FRESH!** Begin your day working towards accomplishing each goal you have set for yourself.

Goal-setting is very important. Goal-setting will help keep you on track and will make your business flow from day-to-day.

Make a promise to yourself to try to achieve one goal in your business, no matter how small, no matter how big, once a day, once a week, once a month or whatever works well for you. **PERSEVERANCE!**

About Me.

I am a woman of God. In every aspect of my life, I try to emulate Jesus Christ. For me, that means demonstrating love every day throughout my life.

I am very passionate about serving the Lord. I am also very passionate about graphic design. It gives me a sense of peace and joy. It encompasses me with overall happiness that I've never experienced before.

I enjoy designing personalized keepsakes, personalized certificates, breast cancer awareness masterpieces and I just love being able to use my creativity in countless ways.

I am a wife, a mother, a caregiver to my mother and I try to be an understanding and loyal friend to my few friends. I am a great listener. I am a coach, coaching women on how to deepen their faith, which has allowed me to take leaps and bounds to the highest mountaintop to achieve my own goals without fear and with confidence.

I am also a writer of real-life short stories. I write poetry and I write songs. I am the owner of a t-shirt business and I am the entrepreneur who delights in encouraging other women.

I am Cynthia G. Boyer and I thank God for loving me like no one else could ever love me.

Cyndi Boyer

