

• PREMIUM COACHING WORKBOOK •

The 4K Business Startup Workbook

Your Winning Season Starts Today

A Premium Coaching Workbook

By Kayra Cooper • 4K Tax Pros LLC

WELCOME

Your Winning Season Starts Today

Congratulations on taking your first step toward becoming a business owner. This workbook was created to walk you through the exact process I use to help new entrepreneurs turn scattered ideas into a real, launch-ready business.

You'll find prompts to think through, examples to model, coaching tips from me, and space to write your answers. Move at your own pace. There is no wrong way to work through this — the only rule is: **keep going**.

• KAYRA'S COACHING TIP

This workbook is meant to be marked up. Circle things. Cross things out. Write in the margins. A used workbook is a working workbook.

How To Use This Workbook

- ☐ Set aside 30 quiet minutes per session — no phone, no distractions.
- ☐ Work in order. Each chapter builds on the last.
- ☐ Read the coaching tips. That's where the shortcuts live.
- ☐ Complete every worksheet, even the ones that feel hard.
- ☐ When you're done, book your FREE Business Startup Strategy Session with me.

• PROGRESS UNLOCKED

You've officially started. That already puts you ahead of 90% of would-be entrepreneurs.

CONTENTS

What's Inside

-
- 01 Business Mindset
 - 02 Overcoming Fear
 - 03 Your Business Vision
 - 04 Business Idea Brainstorm
 - 05 Choosing Your Target Market
 - 06 Your Ideal Customer
 - 07 Creating Your First Offer
 - 08 Pricing Your Services
 - 09 Building Your Brand
 - 10 Startup Legal & Compliance Checklist
 - 11 Startup Budget
 - 12 Marketing Basics
 - 13 Social Media Strategy
 - 14 Customer Experience
 - 15 Time Management & Business Habits
-

-
- 16** **Launch Preparation**
 - 17** **First Client Action Plan**
 - 18** **The 90-Day Launch Roadmap**
 - 19** **Weekly Success Planner**
 - 20** **Monthly Business Planner**
 - 21** **Business Goals: 30 / 90 / 1yr / 5yr**
 - 22** **Helpful AI Prompts**
 - 23** **Funding Preparation**
 - 24** **Notes & Reflections**
-

CHAPTER 01

Business Mindset

How you think about yourself will shape everything you build. Let's set the foundation.

Every successful business owner had to **decide** they were the type of person who could run a business — long before the world agreed with them. Mindset isn't fluff; it's the operating system your business will run on.

• KAYRA'S COACHING TIP

You don't have to feel ready. You have to be willing. Willingness beats readiness every time.

What does 'business owner' mean to you?

What beliefs about money or success did you inherit that you'd like to rewrite?

■ EXAMPLE — Reframe

Old belief: *'People like me don't own businesses.'* New belief: *'I'm exactly the kind of person my future customers are looking for.'*

! AVOID THIS MISTAKE

Don't wait to *feel* confident before you start. Confidence is built by doing, not by waiting.

● PROGRESS UNLOCKED

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 02

Overcoming Fear

Name the fear. Shrink the fear. Move anyway.

Fear is not a stop sign — it's a signal that you're doing something that matters. The goal isn't to eliminate fear; it's to keep taking action **with** the fear.

What are you most afraid of about starting your business?

What's the smallest possible next step you could take this week?

• **KAYRA'S COACHING TIP**

Fear shrinks when you shrink the task. If the whole business feels scary, just decide the name today. That's it. Then celebrate.

■ **EXAMPLE — Fear Reframe**

Fear: 'What if no one buys?'

Reframe: 'Every 'no' teaches me something. I only need a few 'yes' answers to start.'

! AVOID THIS MISTAKE

Don't confuse research with progress. Reading 50 articles isn't starting a business.

• PROGRESS UNLOCKED

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 03

Your Business Vision

Get crystal clear on the why. Everything else gets easier when the why is loud.

Why do I want to own a business?

What kind of freedom do I want? (time, money, location, creative, family)

How much money do I want my business to make in year one?

What will my life look like 3 years from now if this works?

• KAYRA'S COACHING TIP

Your vision doesn't have to be realistic — it has to be **motivating**. If it doesn't make your heart beat faster, dream bigger.

■ EXAMPLE — Mission Statement

'My business helps busy parents start profitable businesses so they can create financial freedom for their families.'

Draft your one-sentence mission:

• PROGRESS UNLOCKED

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Let's keep going!

CHAPTER 04

Business Idea Brainstorm

10 ideas. No judgment. Then we narrow.

Write down 10 business ideas. They don't have to be good. They don't have to be original. The point is to get your brain moving. Then circle your top 3.

Idea #1

Idea #2

Idea #3

Idea #4

Idea #5

Idea #6

Idea #7

Idea #8

Idea #9

Idea #10

• **KAYRA'S COACHING TIP**

The best business idea is usually the one you'd be embarrassed to admit you love.
Circle that one.

! AVOID THIS MISTAKE

Don't fall in love with an idea before you talk to a real potential customer.

My Top 3 Ideas

1.

2.

3.

Which one lights me up the most, and why?

- **PROGRESS UNLOCKED**

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 05

Choosing Your Target Market

The riches are in the niches. Specific beats generic every time.

A target market is the specific group of people you're built to serve. When you try to serve everyone, you connect with no one.

Who do I want to serve?

What problem do I solve for them?

Where do they hang out (online + offline)?

■ EXAMPLE — Niche Down

Too broad: 'I help women.'

Better: 'I help single moms in their 30s start side businesses from home.'

• KAYRA'S COACHING TIP

If you can't picture one specific person when you describe your customer, you haven't niched down enough.

! AVOID THIS MISTAKE

Don't say 'everyone is my customer.' Broke businesses have broad audiences.

• PROGRESS UNLOCKED

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 06

Your Ideal Customer

Build a portrait of the one human you'd love to work with every day.

Ideal Customer Profile

Age range

Occupation

Income

Family / life stage

Biggest problem they're trying to solve

What they've already tried that didn't work

What they'd say if my business changed their life

■ EXAMPLE — Ideal Customer

Age: 30–50 **Occupation:** Working professional

Problem: Wants to start a business but doesn't know where to begin.

Dream outcome: Quit the 9–5 within 18 months.

● KAYRA'S COACHING TIP

Talk to 5 real people who fit this profile before you build anything. Their words become your marketing.

● PROGRESS UNLOCKED

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 07

Creating Your First Offer

One clear offer that solves one clear problem.

What is the transformation you deliver?

What's included in the offer?

What's the timeline / delivery?

Why is this a no-brainer for your ideal customer?

■ EXAMPLE — First Offer

Offer: 6-week 1:1 Business Startup Coaching Program.

Includes: Weekly calls, private workbook, launch checklist, unlimited voice messages.

Result: A registered, branded, launched business in 6 weeks.

● KAYRA'S COACHING TIP

Sell your first offer 3 times before you build a website. Cash flow validates ideas — not opinions.

! AVOID THIS MISTAKE

Don't offer 10 things. Offer 1 thing brilliantly.

● PROGRESS UNLOCKED

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 08

Pricing Your Services

Price for the transformation, not the hour.

Most new business owners underprice by 50–70%. Your price should reflect the **outcome** you create, not the time it takes you to create it.

What outcome does my offer create in dollars, hours, or peace of mind?

What do similar providers charge?

My starting price:

--

My 'goal' price by month 6:

--

- **KAYRA'S COACHING TIP**

If nobody is telling you 'that's expensive,' you're priced too low. A little pricing pushback is a healthy signal.

■ EXAMPLE — Pricing Ladder

Starter: \$297 • **Signature:** \$997 • **Premium:** \$2,997

! AVOID THIS MISTAKE

Don't discount before you've even launched. Raise value instead of dropping price.

● PROGRESS UNLOCKED

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 09

Building Your Brand

Your brand is the feeling people have when they think about you.

Three words that describe my brand:

My brand colors:

My brand voice (professional, warm, bold, playful...?)

My brand promise:

■ EXAMPLE — Brand Snapshot

Words: Luxurious. Motivational. Trusted.

Colors: Deep purple + metallic gold.

Voice: Warm expert who tells you the truth with love.

• KAYRA'S COACHING TIP

Your brand isn't your logo. It's the promise you keep every time someone interacts with you.

! AVOID THIS MISTAKE

Don't spend thousands on branding before getting customers.

• PROGRESS UNLOCKED

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 10

Startup Legal & Compliance Checklist

Do these once. Do them right. Sleep well at night.

- ☐ Choose a business name (and check the URL + socials are available).
- ☐ Register your LLC (or appropriate business structure) with your state.
- ☐ Apply for your EIN from the IRS (it's free — never pay for this).
- ☐ Open a business bank account. Never mix business + personal money.
- ☐ Get any required local business licenses or permits.
- ☐ Choose bookkeeping software (or set up a simple spreadsheet).
- ☐ Set aside 25–30% of every payment for taxes.
- ☐ Consider business insurance (general liability at minimum).
- ☐ Draft a simple client agreement / terms of service.
- ☐ Create a system for saving every business receipt.

• KAYRA'S COACHING TIP

Set up a separate 'Tax Savings' bank account from day one. Move 25% of every payment into it the moment it lands. Future you will send present you a thank-you card.

! AVOID THIS MISTAKE

Don't mix business and personal banking. It's the fastest way to create a nightmare at tax time.

- **PROGRESS UNLOCKED**

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 11

Startup Budget

Know what it costs before you spend a dime.

Category	Estimated Cost	Actual Cost
LLC / Registration fees		
Website + domain		
Logo / branding		
Business banking		
Bookkeeping software		
Marketing / ads		
Tools & subscriptions		
Professional services (CPA, legal)		
Other		
TOTAL		

• KAYRA'S COACHING TIP

Start scrappy. You can build a real business for under \$500 in month one. Fancy comes later.

! AVOID THIS MISTAKE

Don't buy tools before you have customers. Free versions are enough at the start.

- **PROGRESS UNLOCKED**

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 12

Marketing Basics

Marketing is just telling the right people you exist — repeatedly.

You don't need to be everywhere. You need to be **consistent** in one or two places where your ideal customer is already paying attention.

Where does my ideal customer already hang out?

What's my one core message?

■ EXAMPLE — Core Message Formula

'I help [*ideal customer*] do [*desired outcome*] without [*painful obstacle*].'

Example: 'I help working moms start profitable side businesses without giving up their weekends.'

• KAYRA'S COACHING TIP

Repeat your core message until you're sick of it. That's when your audience is just starting to hear it.

- **PROGRESS UNLOCKED**

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 13

Social Media Strategy

Pick one platform. Master it. Then expand.

My primary platform:

My 3 content pillars (topics I'll post about):

Pillar 1

Pillar 2

Pillar 3

My posting rhythm (how often + when):

■ EXAMPLE — Content Pillar Sample

1. **Education:** Tax + business tips.
2. **Behind the scenes:** Client wins + your journey.
3. **Offer:** How to work with you.

• KAYRA'S COACHING TIP

Post 3 times a week for 90 days before you judge the results. Consistency beats virality.

! AVOID THIS MISTAKE

Don't chase every trending platform. One platform mastered beats five platforms half-done.

• PROGRESS UNLOCKED

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 14

Customer Experience

How people feel is how they remember you.

What happens the moment a customer says YES?

How do you welcome them, deliver, and follow up?

How do you ask for a review or referral?

• KAYRA'S COACHING TIP

A wow moment doesn't have to cost money. A handwritten thank-you card outperforms a discount every time.

■ EXAMPLE — Welcome Sequence

1. Instant thank-you message. 2. Onboarding email w/ next steps. 3. Personal video 24 hrs later. 4. Check-in on day 7. 5. Ask for feedback + referral on day 30.

• PROGRESS UNLOCKED

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 15

Time Management & Business Habits

Your calendar tells the truth about your priorities.

What 3 activities directly make me money?

1.

2.

3.

What can I stop doing, delegate, or automate?

My daily 'business power hour' will be at:

• KAYRA'S COACHING TIP

Protect one 60-minute block every weekday for revenue-generating work. Guard it like it pays your rent — because it does.

! AVOID THIS MISTAKE

Don't confuse being busy with being productive. Motion isn't progress.

• PROGRESS UNLOCKED

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 16

Launch Preparation

A launch is a decision, not an event.

- ☐ Offer is finalized and priced.
- ☐ Payment method is set up (Stripe, PayPal, invoice).
- ☐ Simple landing page or booking link is live.
- ☐ 3 launch posts drafted for social media.
- ☐ Warm list of 20+ people who might buy or refer.
- ☐ Client onboarding + welcome message ready.
- ☐ First 'launch week' dates chosen and blocked on calendar.
- ☐ Celebration plan for your first sale.

• KAYRA'S COACHING TIP

Tell 20 people directly — one-on-one — before you post publicly. Warm outreach converts far higher than a broadcast.

• PROGRESS UNLOCKED

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 17

First Client Action Plan

Your first client changes everything. Let's line them up.

Who are 10 people who could either become clients or refer them?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

What will I say when I reach out?

■ EXAMPLE — Simple Outreach Script

"Hey [Name], I'm officially launching my new business helping [ideal customer] do [outcome]. You came to mind — either as someone who might want this, or who might know someone who does. Would it be okay to send over the details?"

● KAYRA'S COACHING TIP

Do not skip this page. Nine out of ten new business owners get their first client from personal outreach — not ads.

● PROGRESS UNLOCKED

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 18

The 90-Day Launch Roadmap

Launch your business in 90 focused days.

WEEK 1

- ☐ Choose your business idea
- ☐ Pick your business name
- ☐ Research 3 competitors

WEEK 2

- ☐ Register your LLC
- ☐ Apply for your EIN
- ☐ Open a business bank account

WEEK 3

- ☐ Purchase your domain
- ☐ Create your logo
- ☐ Build a simple 1-page website

WEEK 4

- ☐ Set up Google Business Profile
- ☐ Create your social media accounts
- ☐ Publish your first 3 posts

WEEK 5

- ☐ Write your core offer
- ☐ Set your starting price
- ☐ Create a simple payment link

WEEK 6

- ☐ Draft your welcome + onboarding messages
- ☐ Set up email software
- ☐ Add booking link to site

WEEK 7

- ☐ Write 10 pieces of content for launch
- ☐ Schedule 2 weeks of posts
- ☐ Design 3 launch graphics

WEEK 8

- ☐ List 20 warm-market contacts
- ☐ Send personal outreach to all 20
- ☐ Record a launch announcement video

WEEK 9

- ☐ Official launch week — post daily
- ☐ Follow up with everyone who engaged
- ☐ Book your first discovery calls

WEEK 10

- ☐ Deliver first client experience with excellence
- ☐ Ask for a testimonial
- ☐ Ask for one referral

WEEK 11

- ☐ Review what worked / what didn't
- ☐ Raise price or refine offer if needed
- ☐ Plan next month's content

WEEK 12

- ☐ Set 90-day revenue goal + plan
- ☐ Reinvest into one growth area
- ☐ Celebrate — you launched a business!

• KAYRA'S COACHING TIP

Don't skip weeks — sequence matters. Week 2 legal work protects everything you build in weeks 3–12.

• PROGRESS UNLOCKED

You've mapped 90 days of focused action. Most people never get this far.

CHAPTER 19

Weekly Success Planner

Plan the week. Win the week.

This week's #1 priority:

3 revenue-generating actions I'll take this week:

1.

2.

3.

Content I'll publish:

People I'll reach out to:

How I'll celebrate a win this week:

- **KAYRA'S COACHING TIP**

Plan your week on Sunday. You'll feel calm on Monday and unstoppable by Friday.

CHAPTER 20

Monthly Business Planner

Zoom out. Look at the whole board.

Revenue goal this month:

Number of new clients I need:

My 3 biggest priorities:

1.

2.

3.

What I'll launch, promote, or ship:

What I'll learn or improve about my business:

End of month review — what worked / what to change:

● **PROGRESS UNLOCKED**

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 21

Business Goals

Where are we going? Let's make it real.

30 Days

90 Days

1 Year

5 Years

• KAYRA'S COACHING TIP

Write your 5-year goal as if it has already happened. 'I run a...' beats 'I want to...' every time.

■ EXAMPLE — 5-Year Vision

'I run a nationally recognized coaching + tax firm that has helped over 1,000 entrepreneurs launch profitable businesses.'

• PROGRESS UNLOCKED

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Let's keep going!

CHAPTER 22

Helpful AI Prompts

Steal these prompts. They'll save you hours.

■ Business Name Ideas

Give me 25 creative, brandable business name ideas for a business that helps [ideal customer] do [outcome]. Keep them short, memorable, and easy to spell.

■ Ideal Customer Profile

Help me build a detailed ideal customer profile for a business that offers [your offer]. Include demographics, biggest pains, dreams, and where they spend time online.

■ Core Offer Draft

Write a first draft of my signature offer, including transformation, deliverables, timeline, and a compelling name. My business helps [ideal customer] achieve [outcome].

■ 30 Days of Content

Give me 30 social media content ideas for a [niche] business owner. Mix education, behind-the-scenes, and offer promotion.

■ Sales Page Copy

Write a first draft of a sales page for my offer: [offer name + description]. Include headline, subhead, problem, solution, testimonial placeholders, and CTA.

■ Client Welcome Email

Write a warm, professional welcome email for a new client of my [offer name]. Include what to expect next and how to reach me.

■ Objection Handling

List the top 10 objections someone might have to buying [my offer] and write a confident, warm response to each.

■ Weekly Reflection

Ask me 5 powerful reflection questions to review the past week as a new business owner.

• KAYRA'S COACHING TIP

Give AI your voice. Paste 3 samples of how you write and ask it to match your tone. Suddenly the output sounds like you.

CHAPTER 23

Funding Preparation

Be ready when opportunity knocks.

Whether or not you need funding day one, having your paperwork organized makes you look — and feel — like a real business owner.

Funding readiness checklist:

- ☐ LLC registered and in good standing
- ☐ EIN (Employer Identification Number) issued
- ☐ Business bank account open with recent statements
- ☐ Business credit profile started (Dun & Bradstreet number)
- ☐ 12 months of clean bookkeeping
- ☐ Simple 1-page business plan written
- ☐ Revenue projections for next 12 months
- ☐ Personal credit score checked and improved

• KAYRA'S COACHING TIP

Start building business credit the day your LLC is approved — even if you don't need it yet. Future-you will thank present-you.

! AVOID THIS MISTAKE

Don't apply for funding out of desperation. Apply when you have a clear plan for the money.

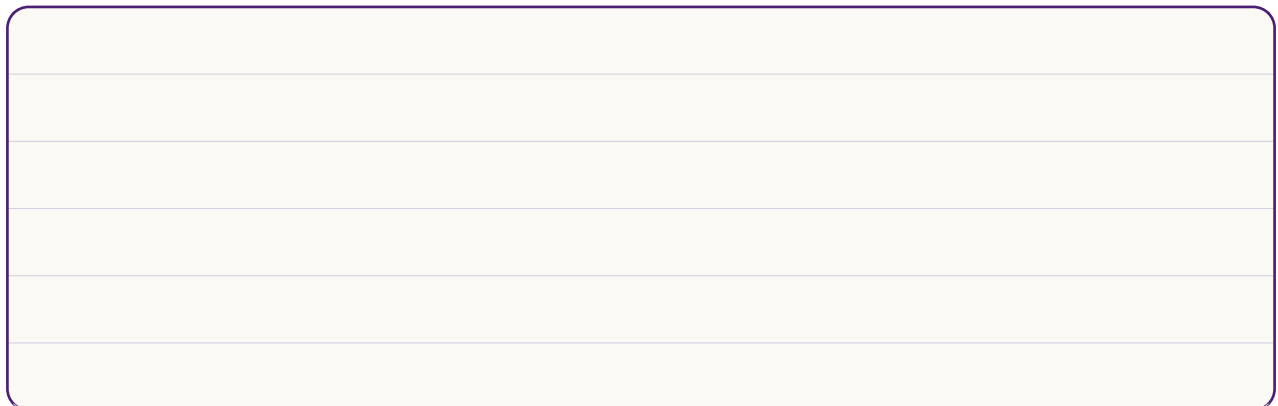
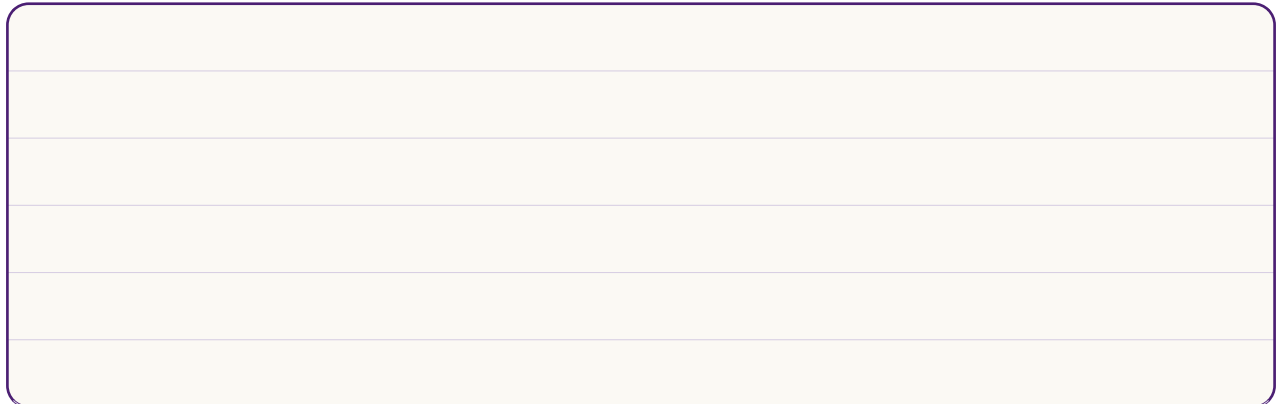
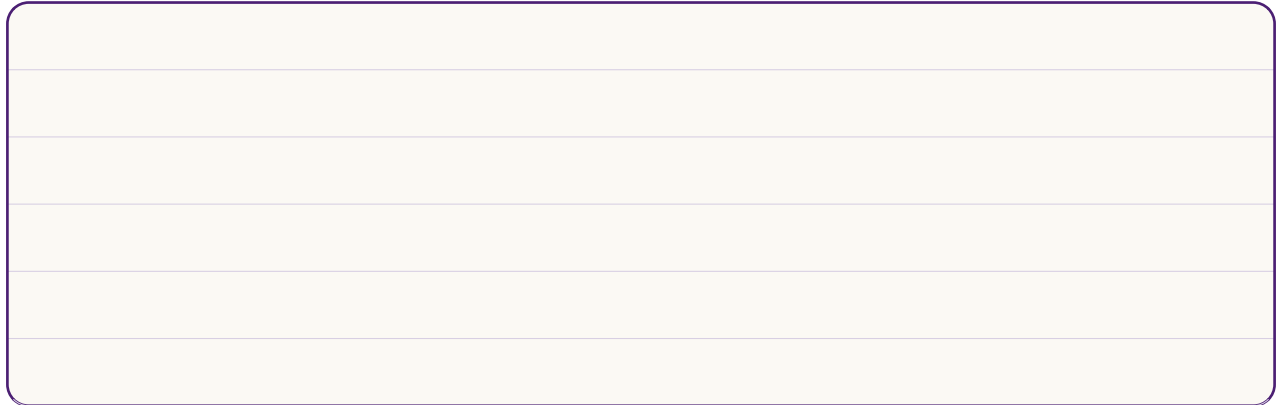
- **PROGRESS UNLOCKED**

Great job! You've completed another step toward becoming a business owner.
Let's keep going!

CHAPTER 24

Notes & Reflections

Space for the ideas that won't fit anywhere else.



CONGRATULATIONS

You Did The Work.

You now have the foundation to build your business. The next step is putting your plan into action — and that's exactly what I'm here for.

Book Your FREE Business Startup Strategy Session with Kayra Cooper.

Scan the QR code below to schedule your call.



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4K TAX PROS LLC

Website: 4KTaxProsLLC.org • Email: 4ktaxproslc@gmail.com

Facebook: @4KTaxPros • Instagram: @4KTaxPros

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