



San Diego BBB

Creating a Career:

Banking on yourself with Business Basics.

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May 9th, 2011

SAN DIEGO, California

A seductive, gold-digging temptress struts through a mansion filled with the sound of champagne glasses clinking and artificial laughter from the surrounding guests at this definitely awkward dinner event. Her glowing smile becomes a sinister smirk as the crowd stares at her in utter disgust.

The elephant in the room at this event is her recent marriage to a man easily four times her age with a large fortune, who happens to be the man of the hour. Today is his birthday. However obvious this woman's intentions, he gains no pity from the crowd - this ruthless business behemoth could write the books on lying, cheating, and stealing (which he did and sold as part of a pyramid scheme in 1981).

His historically deceptive nature has isolated him from any meaningful relationship, so he flaunts his wife more like an object more than a person and parades around town with this sham of a marriage in an attempt to invoke envy. This old man sits alone, uninterested in the facade of friends, drinking to forget work and working to forget home, slowly letting the warm champagne hit his lips.

Now, ever wonder who the lucky second husband to this woman is, after the old guy dies and she gets the money? Life's about opportunities, and every business is an opportunity. Freedom comes with success and failures, but they are the direct consequence of your own actions as opposed to a third party or employer. You have the ability to pursue your own definitions of success and failure to become either a lonely billionaire or revered role model.

When I first started my company I would excitedly tell a friend about my new venture. Inevitably, the first question out of their lips after I discussed my grand idea was "So, what are you doing for work?" Although it seems inconsiderate the reasoning behind asking such a bold question is justifiable.

The truth is that it takes real guts to be your own boss, many small businesses fail in the first three years and a steady paycheck is a great leash. It is only when we inspect that leash that we find on the other end can be a very unstable owner. Big businesses have failed in the past few years and a steady paycheck can become a pink slip.

An entrepreneurial spirit should not to be taken lightly. Many people say follow your dreams, do what you love, but how many of those same people are miserable every Monday, drinking bad coffee and sitting in a cubicle at a place they hate. IF you want to begin to take control of your own life and contribute to society with your own creative, innovative, expression of your unique talents, take the steps to start your own business. The process is quite simple.

A business begins with an idea, not an MBA from Harvard or a million dollar investment. Create your business in two steps. Filing a fictitious business name statement and a proof of publication.

A Fictitious Business Name Statement, which registers your companies name, is a simple form available through the County of San Diego. The cost of filing this form is \$30.00, with \$5.00 for each additional name (up to 3) you would like to register as well. Also note that each additional owner of your company is \$5.00 for any names you register. Now that you've registered you have up to one month to begin the publication process.

The publication process involves an approved newspaper or magazine making your company “public” for the first time and officially registered. This service can cost anywhere between \$10 and \$100 dollars so be sure to look around - the basics of what you want are a proof of publication sent to the county by the publisher and a copy to be sent to you for your records. And that's it; you've begun the process of profit and personal gain with your own company. Good luck!