



# Tips for Setting up a Business

*The following has been developed for RABC  
for information to RABC members*

*Please note that the Reflexology Association  
does not provide business advice.*



01

# Branding

Registering your Business, Websites, Advertising

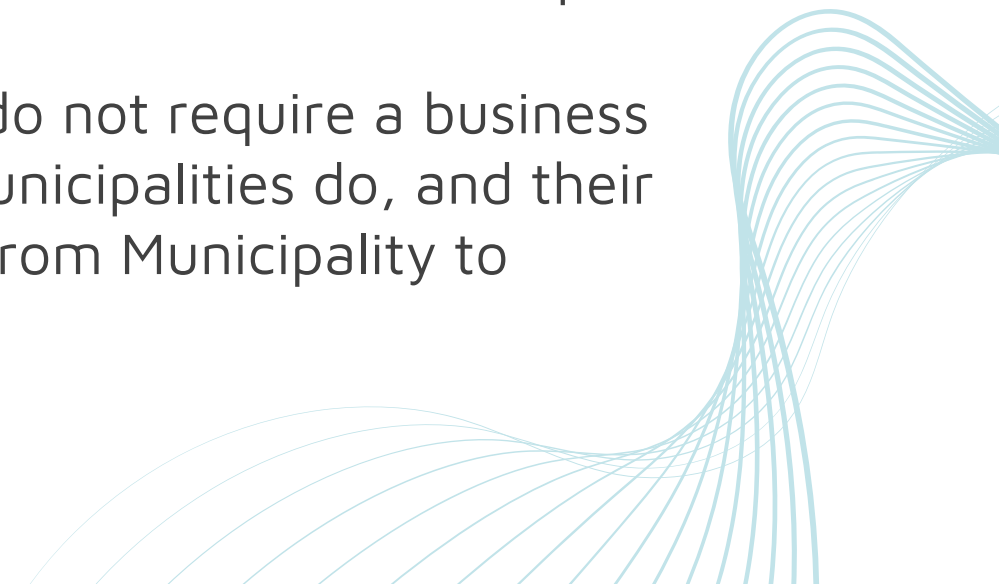
# Choosing a Business Name

**Keep it simple!**

Some choose not to have a business name and just use their name.




# Do you need a Business License?

- Check with your **local Regional District** or **City Hall** to enquire if a business license is required.
  - Some **Rural Areas** do not require a business license, but most Municipalities do, and their requirements vary from Municipality to Municipality.
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# Registering your Business

- Apply for a business name on [bcregistry.ca](https://bcregistry.ca) (note: if you are using your legal name, you don't need to register). You can also apply by mail and in-person.

**Cost = \$30**

- **Pros:** Ensures the public is not confused by similar names, provides a record that allows the public to find out who is associated with the business.
  - **Cons:** Cost, must register your business as either a sole proprietorship/ partnership, or incorporate.
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# Do you Want a Website?

**Not a must, but it is a great way to communicate and advertise!**



- Consider the **cost of development** and the yearly costs to have your website on a server (\$100+ / year).
- Yearly cost for the name of your website → could be \$25+ / year, and you must renew when due.
- If you don't renew, it can be bought by another party, and your name will be stolen. Then you will have to redo all of your advertising material or pay a high fee to get it back!

# Designing your Website



## Simple

Keep it simple and not cluttered,



## Contact Info

Make sure it's easy to see your contact info.



## How to Contact

Indicate how your clients should contact you



## Your Business

Explain what your business is and what you do.



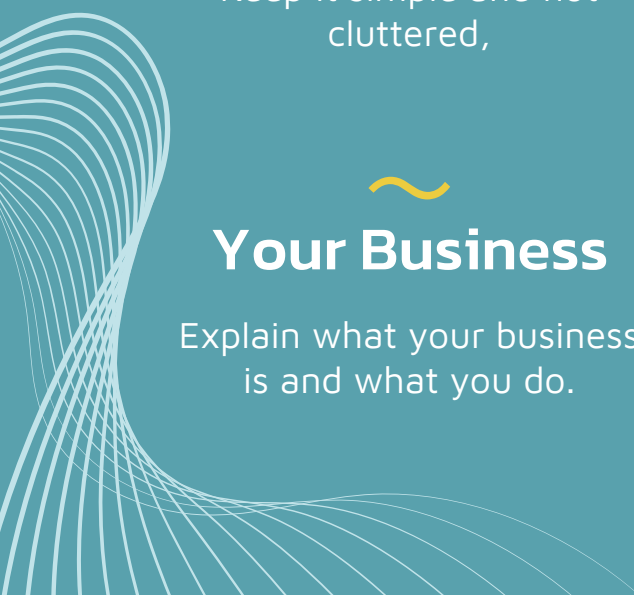
## Session

Explain the session length and cost.



## Booking

Explain how to book - phone/ email/ online booking?



# Business Cards

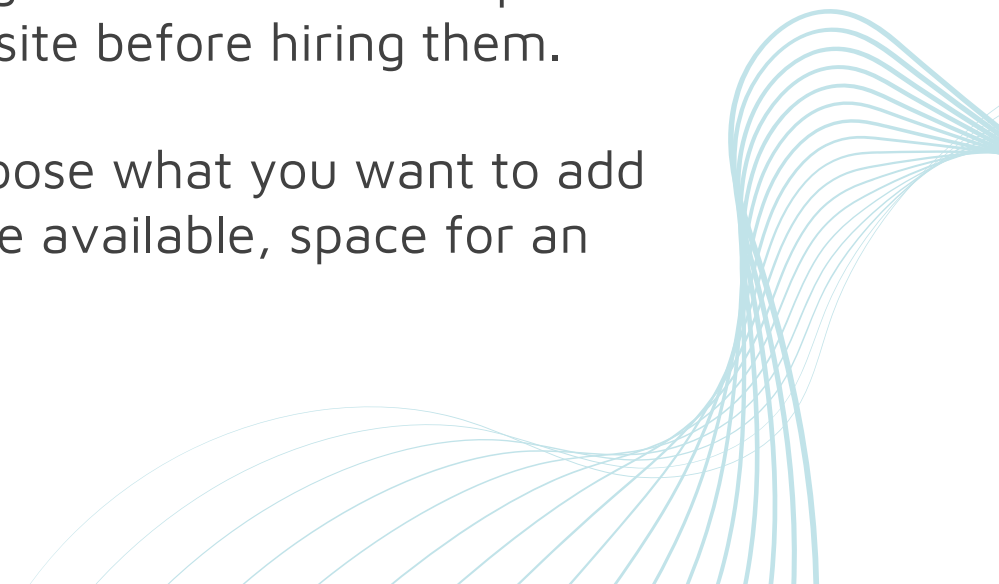
*If you only do one thing for your business, it should be this!*

- **Tip:** Put your contact info in large text (email and phone) so it can be read easily.
- Optional: Have a logo created (can be costly).
  - Using a logo from an image website can be an option (pay for the use of the image, very affordable).
  - ie. Shutterstock, Adobe Stock, VectorStock etc.





# Business Card Design

- If creating it yourself → get a second opinion!
  - If paying a graphic designer → look at examples of their work on their website before hiring them.
  - Back side of card → choose what you want to add (ie. If gift certificates are available, space for an appointment time).
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# Business Card Design

- **Matte Finish Pros** → more stylish and modern, better feel in hand, better for text-based rather than image-focused, easy to write on.
- **Matte Finish Cons** → not as durable as glossy, prone to fading, susceptible to water damage, more dull looking, higher cost.
- **Gloss Finish Pros** → vibrant, good for images, more durable, affordable.
- **Gloss Finish Cons** → more difficult to read, less modern, hard to write on.



**Note: Members of RABC can use the RABC logo!**

# Gift Certificates

## Easy to Make!

- Can create in a **Word document** → Good to have a template ready so you can print as needed.
- Can print on **cardstock** → set printer paper to cardstock before printing.
- Can cut once printed if multiple certificates are on one card.
- Can print professionally.

# Car Door Magnet

- **Pros:** it's a one-time purchase, little effort, can remove easily,
  - **Cons:** can be difficult to read when driving, will not stick if your car body is fiberglass, can fall off your car, can be stolen.
  - **Printing companies:** many use online Vista Print, but also check locally, search online for local print shops.
    - Check costs for design, set up fees, print fees, and shipping.
    - Ask if their car magnets fade in the sun, or damage car paint.
  - **Note:** If using car magnets, it might be best to take them off when home or shopping.
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- **Alternative:** some choose to instead have a sign painted on the inside of their rear window, or directly painted on their vehicle.



# Setting up your Space

- Choose what works for you and what you can afford.
  - Home or Office?
- Keep your work space free of clutter.
- Keep your work space clean, warm and inviting.



# 02

## Records

Bank Accounts, Finances, Income Tax, Insurance



# Setting up a Business Account

- Some banks have low fees for a business account → make sure you shop around!
- **Pros:** business finances separate from personal accounts, makes preparing taxes simpler, the account can help establish a business identity and build credibility, includes helpful business services.
- **Cons:** can be many fees, sometimes a higher minimum balance.



**Start an Excel spreadsheet –enter your expenses and income each month.**

# Using a Personal Account?

**You are allowed to use one, but it can be difficult.**

- A personal account is harder to keep track of business expenses and/or income from other work not related to the business.
- **Tip:** Print monthly bank statements and write beside what the income was from. Keep an **Excel spreadsheet** – enter your expenses and income each month.
- **Tip:** If you received a gift (ie. Birthday cash), keep a copy of that cheque to show it was not income – in case you're ever audited.

**Note:** If you do not want to set up a business account, as it may be too expensive, it is perfectly acceptable to open a second personal bank account to use separately for business.



# If Using a Credit Card

- Keeping a **separate card** for all business expenses makes it easy to cross check your receipts.
- Most credit card companies give you an annual total of each type of expense so you can easily check your spreadsheet data for correct category entries.

# Record Keeping – Computer

- Keep main file folders on your computer concerning your business and RABC.
- Keep a **business spreadsheet** (expenses, income, etc.).
- Keep a file for your **CE Credit** documents.
- Keep a file with a **receipt template** (if emailing clients their payment receipt).

# GST Information

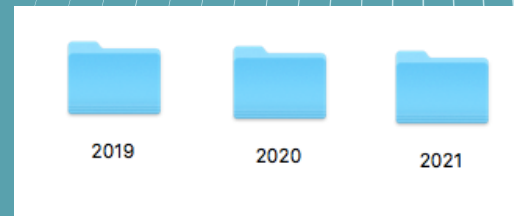
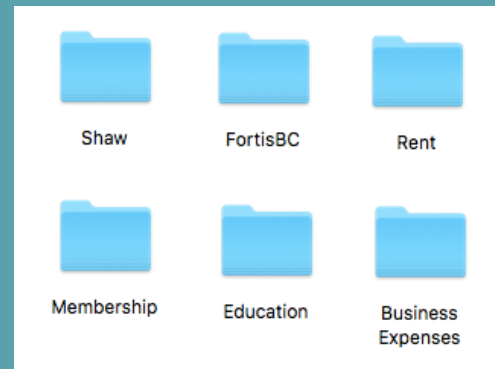
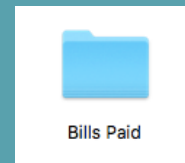
- If your business is making **\$30,000 or more** in a calendar year, you must apply for a **GST number**, and charge and enter the GST amount on your receipt to your clients.
- If you are not making \$30,000 or more, then you do not need to charge GST.
- **Note:** If you have a lot of business expenses, and even if you are not making \$30,000 or more per year, you may still want to apply for a GST number → you can **claim** back all GST that you paid on your business expenses (for that calendar year).
- For more information on GST, see [www.Canada.ca](http://www.Canada.ca) and do a search on GST.

# Record Keeping – Computer

## Keep a “Bills Paid” folder.

- In that folder, create new folders and label the name of the company you pay (ie. Shaw, FortisBC, Rent, Membership, Education, Business Expenses).

Then within those folders, create another folder stating the year → label bills as 01 Jan, 02 Feb etc. for each month.

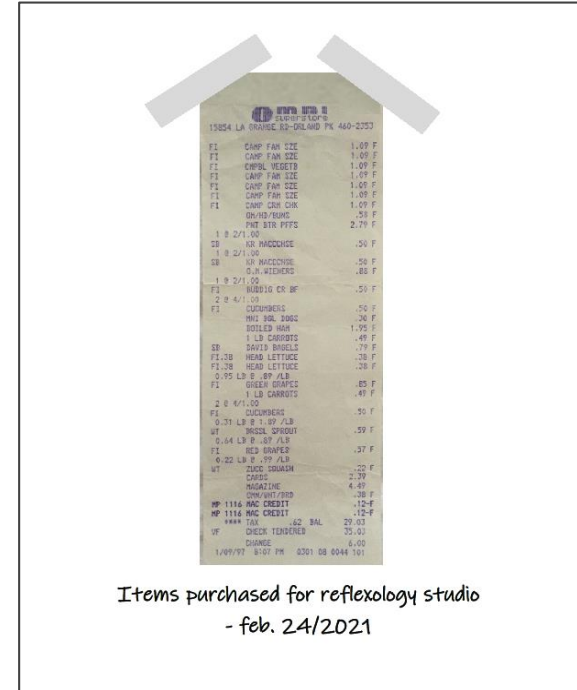


# Record Keeping - Computer

## For business expenses, scan and store receipts

- **Tip:** Tape them to a 8x11 white sheet of paper, then write what each receipt is for beside the receipt and scan.
- **Why do this?** → the store receipts fade and if you were audited and receipts do not show amounts, they may not allow the expense.


Example of how you can store your receipts.





# Record Keeping – Computer

## Other folders to keep on your computer:

- **Income Tax:** within this folder, create new folders, by year.
    - Your business spreadsheet will be here and your income tax document (your accountant can email you a copy).
  - **Bank Statements:** within this folder, create new folders by year.
    - Label each statement 01 Jan., 02 Feb., etc. for each month.
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# Record Keeping – Hard Copies

- Keep hard copy files → make sure you **label** your file folders.
  - Hard copies to keep:
    - Certificates
    - Courses
    - Payment Receipts
    - Income Tax
- Note:** Your clients' hard copy records need to be kept in a secure (locked) cabinet.

# Record Keeping – Income Tax

- **Tip:** Set up an appointment with a bookkeeper to learn how to organize your books and receipts for record keeping for income tax.
  - Or take a Community Futures workshop (research online, there are YouTube videos)
  - Or consider taking a course on how to use a computer accounting software programs such as QuickBooks - it can save a lot of work for income tax/ GST calculations, etc., and save the expense of a bookkeeper.
- If hiring a **bookkeeper** → keep your income and expense receipts organized (ask your bookkeeper how to organize to save them time).

**Basically anything you spend to do your business can be claimed as an expense against your revenue!**



# How Long to Keep Business Income and Expense Receipts

- Keep your hard copy and electronic supporting income tax documents for **six years** in case the Canada Revenue Agency (CRA) selects your return for a review.
- This six-year period starts at the end of the tax year to which the records relate (or some count as 7 years, but are including that tax year).

→ **Example** tax year 2021 plus 6 years = keep until end of 2027.

# Claiming Gas/ Vehicle Maintenance

- Keep a **log of mileage** (write down at the beginning of the year and subtract total mileage used for the year).
  - Track how much mileage is related to business verses personal use (state work or personal use in the log).
  - After filling up with gas, write mileage on the back of each gas receipt.
  - Organize gas receipts by month and staple together.
  - Office supply stores sell mileage log books.

**Make sure you write the mileage before leaving to your destination, and once back home, you enter it again and subtract the two.**

# What can Mileage be Claimed for?

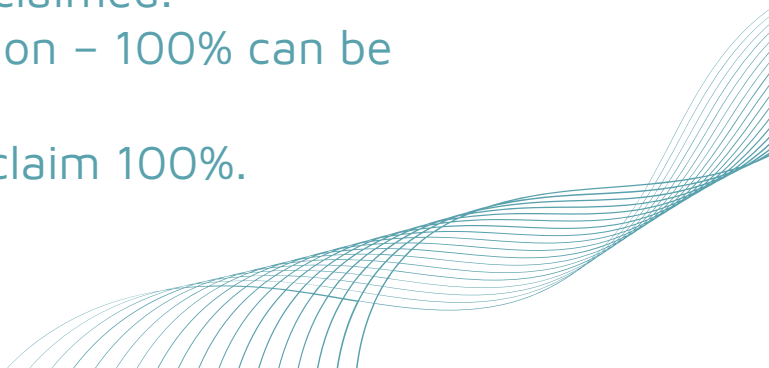
**Traveling to the bank for business.**

**Traveling to the store to purchase items for business.**

**Traveling to a course and back.**

**Any food and accommodation costs on business travels.**

# What Else can you Claim?

- **Have a home office?** → a percentage of heating, internet, water.
  - **Renting an office or work space** → 100% of expense can be claimed as a business expense.
  - **Items purchased for your business** → 100% can be claimed.
  - **Fees** → membership, bank fees (when you have a business account), accountant fees, organizer fees, year end income tax (if hiring someone to do) – 100% can be claimed.
  - **Education** → online, in person, subscription – 100% can be claimed.
  - **Insurance** → professional, business can claim 100%.
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# Income and Expenses – Excel Spreadsheet

**Can be simple or more complicated.**

- If you have a **business account** - your bank statements need to balance with total income and expenses (year end balance on Excel to match year end balance on bank statement).
- **If keeping track yourself** → Have someone who knows Excel spreadsheets to set one up for you.
- OR hire a **bookkeeper** and give your expense and income receipts to enter and balance for you.

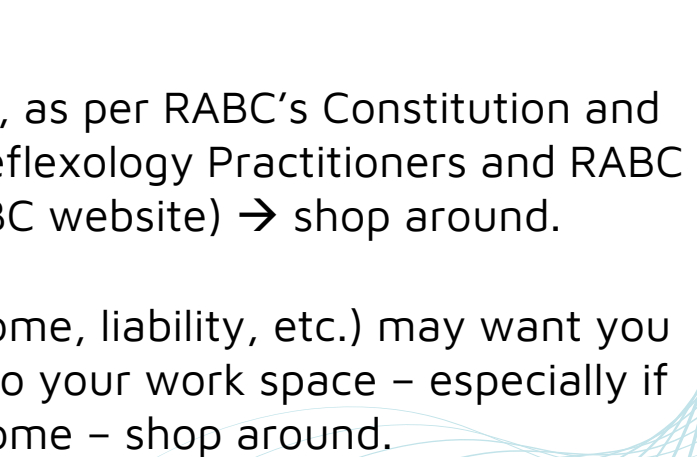
# Income and Expense

## – Excel Spreadsheet

- Have a look at the **Income Tax Form for Business** and you can set up your expense spreadsheet columns as per how they categorized on that form.
- Or to keep it really simple → number each receipt to enter those numbers on a sheet of paper, then total (make sure you scan those receipts).
- Tip: At the end of the year, or throughout the year, save files to a **USB stick** (computers are known to crash!).



# Insurance

- **Car** → if wanting to claim vehicle and mileage, talk with your insurance company if you need business use classification.
  - **Home/ Office** → talk with your insurance company on what you need (shop around).
  - **Liability insurance** is required, as per RABC's Constitution and Bylaws, for RABC Approved Reflexology Practitioners and RABC Reflexology Teachers (see RABC website) → shop around.
  - Some insurance companies (home, liability, etc.) may want you to have a **separate entrance** to your work space – especially if you are working out of your home – shop around.
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# Your Association

- To learn more about the Association(s) you belong to, it is important to take the time to review their website and Constitution and Bylaws.
- Check the website for upcoming courses and workshops.
- On the Reflexology Association's **RABC website** (Home Page) links are provided to the other webpages, including courses and workshops, and includes links to interesting articles on Facebook
  - Good to visit at least once a month.



# For more Information

**Search online for videos on organizing and/or starting a business for tips.**

*It is a bit overwhelming at first.*

*When a beginner is sewing – let's say a dress – they do not read the whole pattern, that would be too overwhelming... instead they do each step then on to the next.*

*It is the same with setting up and organizing your business. Step by step. Remember if you do hire an accountant to help you set up your business or hire an organizer to set up your computer files, register your business names etc., those fees are a business expense.*



# Thank you!

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