
WHAT AM I DOING HERE? THE MEANING OF IT ALL.

Why did we quit our jobs, steady pay checks, and unlock the ball and chain of corporate America? Let's put it all on the table.

Some of our many skills:

Design / Development

Hosting (ascendiohosting.com)

Advertising?

Advertising, Design, Photography, Application Development, Web Design/Development, writing, hosting, email, etc... we need a way to capture everything we do...

What kind of company comes out of those skills?

DUTY FREE? ONLY IN AIRPORTS, MY FRIEND

CHRIS //

Finances

Paying bills, managing bank account, writing checks, doing taxes

Daily operations of business

I'm not sure what this means?

Sales

Both Stephen and Chris will be involved.

STEPHEN //

SALES – find someone who can sell for us on a commission basis.

Marketing, Advertising

Creation, thinking, development of ways to market ourselves.

Sales

Letter writing, presentation preparation, etc

Duties left to be assigned:

HR - hiring people, firing people, relational problems

My thoughts:

I handle the hiring/firing of designers/creative workers | Chris handles developers, coders, etc.

OTHER

Devotionals once a week - alternate sharing out of the word.

We should pick a day/time/place for this.

Thursday mornings

SHOW ME THE MONEY!

To be discussed:

Salaries //

\$2000 (STEPHEN)

\$2400 (CHRIS)

In the future – we'd like 3 months of combined salary/expenses as our \$0 (savings).

As soon as possible, we need to bring our salaries up so they are equal.

Once we have a reserve of 3 months, we evaluate a budget for training, equipment, etc. – and then every 3-6 months we evaluate our salary and if there is room to increase them 15%, we do it.

We need to strive to get to that as quickly as possible.

Right now that isn't the case, so we need to set a new \$0.

The Planet (\$260)
Cell Phone (Chris - \$120)
Cell Phone (Stephen - \$50)
TOTAL: \$430

AUGUST 1 – start with our salaries, hopefully

Taxes – September 15th - 800
Benefits - \$400 / month for Boudreau
Cell Phones – SEE ABOVE
Office space - \$50 (maybe)

Any other bills?

Internet access? Mileage? Rent? Things to chew on for the future...

WE NEED TO INVESTIGATE LEADS ON CPAs!

HOW DO WE DETERMINE SUCCESS?

What are our financial goals?
How will we manage the money that we get?

We should go down this line of questioning for a while and discuss realistic projections of where and why we think we should be somewhere.

So the company takes off - we get \$50,000 in the bank (savings)...how are we going to handle growth? Do we invest the money and continue to grow it? I don't like the idea of liquidating the savings to our personal accts - we need to re-invest into the company. What specifically though?

THE BRITNEY EFFECT: ANNULMENT

We need some type of annulment agreement - what if I die while scuba diving? What happens to my assets? Can we get other partners down the road? Or only employees? What if one of us decides to leave permanently? What happens?

ON DECK CIRCLE OF LIFE

Check and Balances - what if for 2 weeks I don't have any work to do-bills are paid, all my stuff is up to date - yet you are swamped and over loaded...how are we going to handle this?

An idea: basically being on the bench - I'd get creative...develop something new...like I've done with the photo album. What do you think? What things can you do while on the bench?

- Dream new ideas
 - Work on getting new clients
 - Improve our website / marketing materials / any way we sell ourselves....
-
-

THE DALLAS GLOBE TROTTERS: VACATIONS

Vacations - so we have our own business - it's not that big of a deal...but we also shouldn't be taking months off at a time...lets list some sort of loose standard.

INFRASTRUCTURE AND OTHER BIG WORDS

What about our internal infrastructure - yes, we are partners...but is one president, and one CEO? Or do we even care?

Also - technology related - our infrastructure...I have my old computer working as a server at the office to handle backups of my laptop, and to hold everything like a file server. We need to set up standards so if your gone, I can find your old sales proposals on the server...vice versa...we just need to think thru the logistics once we are testing and building web sites together.

AND NOW THIS... IMPORTANT DETAILS WE CAN'T OVERLOOK

Ascendio.com

Business Cards

Anything else we can think of that would help us?

Plan of attack for promoting ourselves... word of mouth seems to be serving us well right now, but what do we want to do in the future...

Time management tool

Let's look *financially* at the work we've got coming.
