

# BUILDING A BUSINESS THROUGH *community*



A community-centered  
networking chat for Muslim  
women entrepreneurs to  
come together to learn,  
collaborate, and build  
barakah-filled businesses.

# ASSALAMU ALAIKUM

السلام عليكم ورحمة الله وبركاته

What this Session is... *and isn't* — □ ×

- NOT the typical “*run ads, create funnels and scale*” business workshop
- NOT a “*pay to play*” virtual networking event
- This is: a community-centered space to connect and collaborate with other Muslim women in business.



Brand Strategist,  
Nonprofit Founder &  
Consultant



# AGENDA

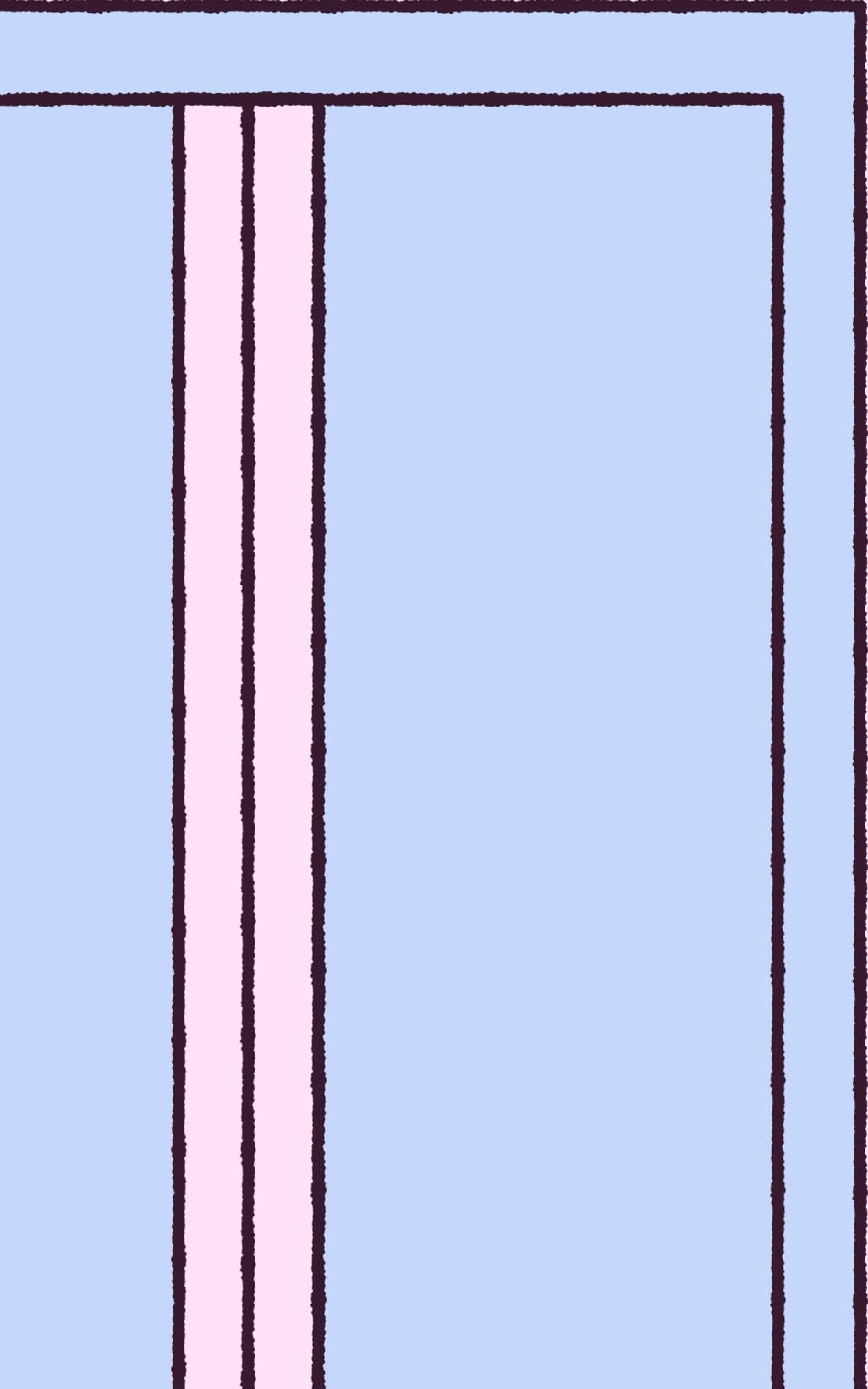
- 1 Business Formation Essentials**  
A simple overview of LLCs, EINs, bank accounts, and the basics needed to start on solid ground.
- 2 Taxes & Financial Foundations**  
Understanding what new entrepreneurs need to know about taxes, write-offs, and clean money systems.
- 3 Branding That Builds Trust**  
Creating an identity that resonates, communicates who you are, and builds community loyalty.
- 4 Tools & Systems**  
tools and resources that make business easier and keep you organized from day one.
- 5 Marketing Through Community**  
How referrals, collaborations, and community visibility can grow your business without ads or debt.



# *The Power of community in* **Business**

- Collaboration multiplies what each person can achieve
- Shared networks amplify visibility and trust
- Community opens doors algorithms can't reach

# ELEVATOR VS. STAIRS



Business Formation Basics  
**Business Formation Basics**



## Sole Proprietorship



- You and your business are legally the same entity.  
Easiest and cheapest to start.
- Your personal assets are at risk if something goes wrong
- File taxes on personal return using Schedule C
- Lowest cost + lowest setup requirements

## LLC



### *Limited Liability Company*

- Creates legal separation + protects personal assets
- Recommended for most service-based or higher-risk businesses
- Requires filing with your state (one-time + annual fees vary)
- Single-member LLCs file taxes like sole proprietors (Schedule C)
- Multi-member LLCs file Form 1065 + K-1 OR can elect S-Corp



## What exactly is a Nonprofit?



- Mission-driven organization that reinvests revenue back into the organization
- Does not have owners — it's governed by a board
- Can pay staff + leadership, but no one “owns” the profits

# Compensation in Nonprofits: High-Earning Leaders

## Carter Roberts

President, *World Wildlife Fund*

Reported Salary: \$1,290,569



## Sarah C. Hirshland

CEO, *US Olympic & Paralympic Committee*

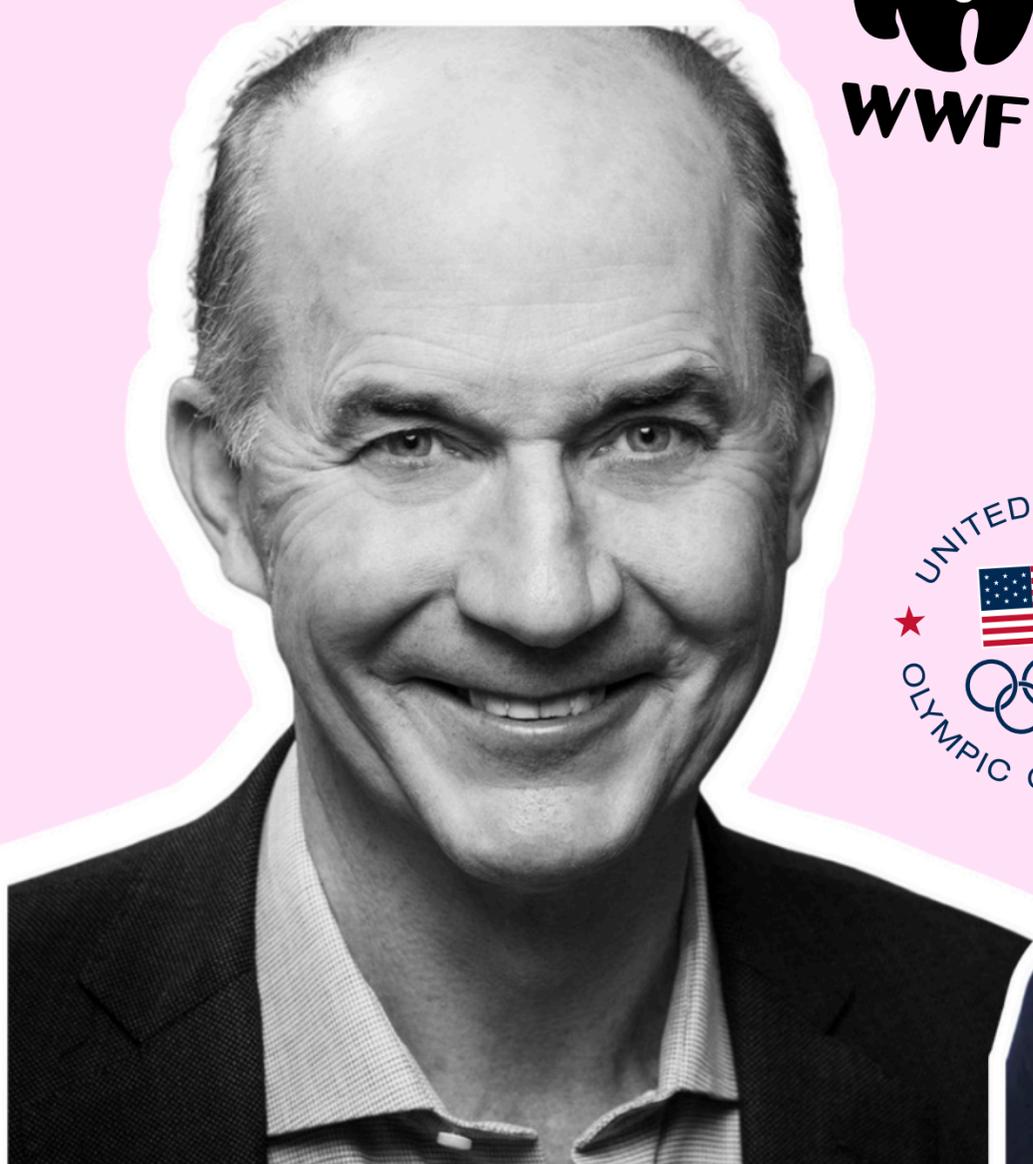
Reported Salary: \$1,291,598



## Marc H. Morial

CEO, *National Urban League*

Reported Salary: \$1,284,284



# FORMATION *Checklist*

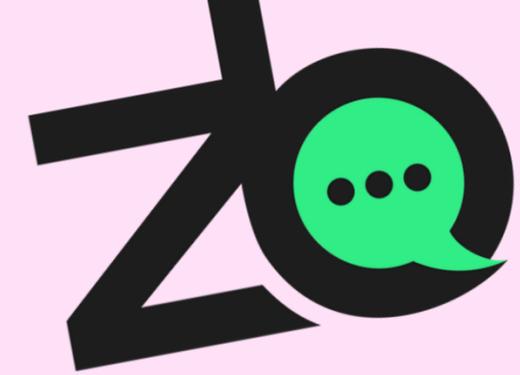
- Clear purpose & structure + choose and verify name**  
(LLCs = business purpose; Nonprofits = mission + public benefit)
- Leadership roles established**  
(LLCs = Member/Manager • Nonprofits = Board of Directors)
- Bylaws or Operating Agreement**  
(LLCs = Operating Agreement • Nonprofits = Bylaws)
- Registered Agent selected**  
(Required for LLCs; often required for nonprofits depending on state)
- State formation documents filed**  
(LLCs: Articles of Organization • Nonprofits: Articles of Incorporation)
- Optional: Apply for Tax Exemptions**  
(Nonprofits: Form 1023 or 1023-EZ for 501(c)(3))
- EIN from IRS.gov (free)**  
(Required for both, takes ~10 minutes)

# The Hidden Fees of Formation Services

- Many companies overcharge for simple, low-cost steps
- Expensive EIN filing fees
- Upsells often include unnecessary add-ons

northwest  
REGISTERED AGENT

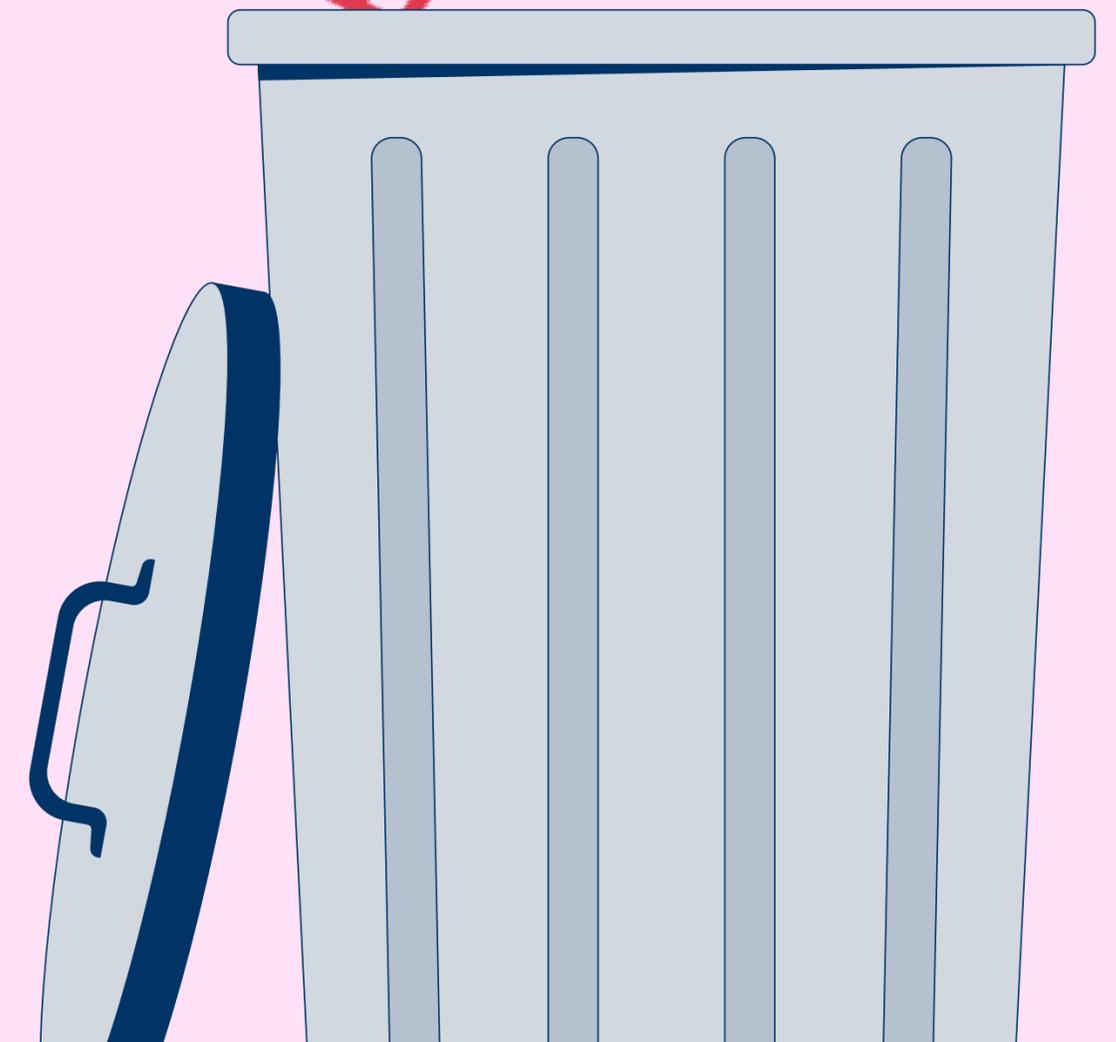
bizee



zenbusiness



TAILOR  
BRANDS



# Business Banking & Bookkeeping Essentials

- Separate business bank account = protection + clarity
- Choose banks with low or no monthly fees
- Many online banks allow quick, fully online sign-ups
- Use simple bookkeeping tools (Wave or QuickBooks)



**Capital One**  
**bluevine**



**wave**  
**techsoup**



**INTUIT**  
**quickbooks**

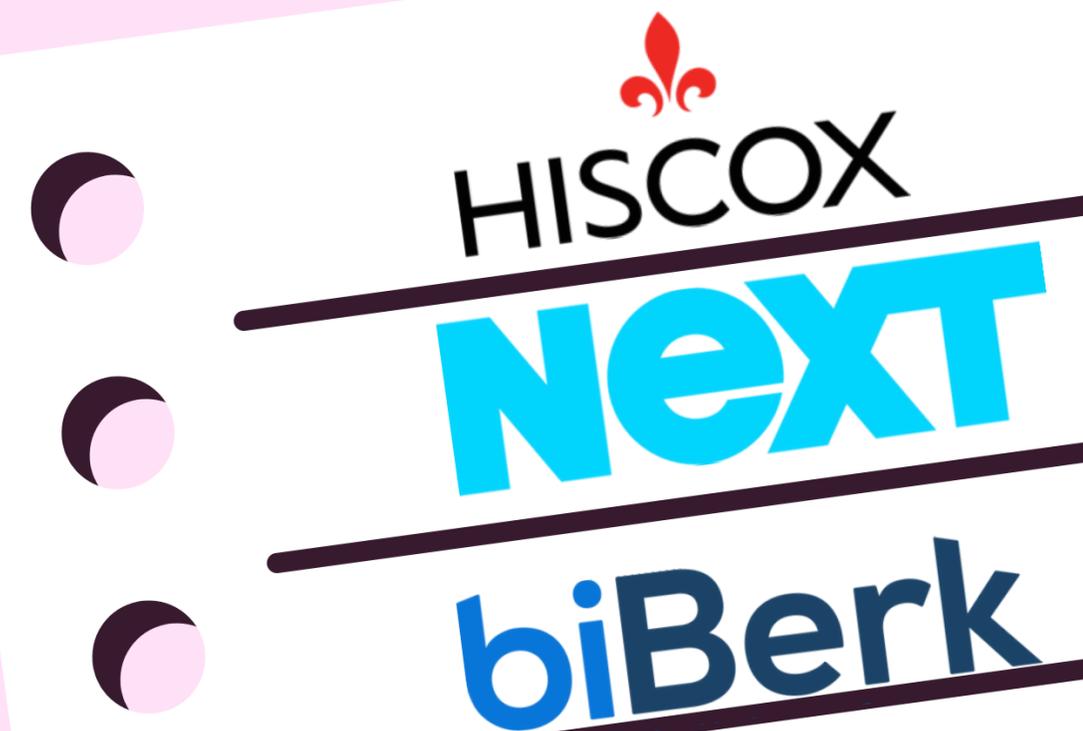
# Why Business Insurance Matters

- Protects your business from lawsuits, accidents, and unexpected losses
- Makes you appear more credible and trustworthy to clients
- Required for many leases, contracts, events, and partnerships
- Helps protect your personal assets if something goes wrong

## General Liability Insurance

Average Cost: \$30–\$80/month (small businesses)

*Covers: accidents, injuries, property damage, “slip & fall,” customer incidents*



# Taxes & Filing Basics



## SINGLE MEMBER LLC SOLE PROPRIETOR

- Income and expenses go on Schedule C, which attaches to Form 1040
- All business profits are taxed as personal income, even if the money stays inside the business bank account
- Must pay self-employment taxes (covers Social Security + Medicare), usually about 15.3% on net profit
- Can deduct ordinary and necessary business expenses, such as software, supplies, travel, equipment, home office usage, marketing, etc.
- Quarterly taxes = 4 payments per year

## MULTI MEMBER LLC

- Taxed as a partnership by default, meaning the business itself does not pay income tax—profits flow through to the owners
- LLC files an informational return using Form 1065
- Each member receives a Schedule K-1 showing their share of the profits, losses, and deductions
- Members report the K-1 info on their personal tax returns (Form 1040), and each person pays taxes on their share
- Members pay self-employment taxes on their share of active business income
- Multi-member LLCs can elect S-Corp taxation to potentially reduce self-employment taxes if income is high enough to justify payroll and accounting requirements.

deductibles

deductibles

deductibles

deductibles

deductibles

deductibles

deductibles

- **Equipment & Technology** — Laptops, cameras, phones, printers, software, website tools, and other business-related tech.
- **Office Supplies** — Notebooks, pens, packaging, shipping supplies, ink, envelopes, etc.
- **Marketing & Branding** — Website costs, domain, hosting, ads, logo design, photography, promotional materials.
- **Education & Training** — Courses, workshops, certifications directly related to your business.
- **Contractors & Employees** — Payments to freelancers, consultants, virtual assistants, and employee wages.
- **Utilities & Phone Bill** — The business portion of your cell phone, utilities, and internet.
- **Business Insurance** — Liability, equipment insurance, and professional coverage.
- **Professional Services** — Accountant, attorney, bookkeeper, registered agent, payroll services.



**Gina's Cafe LLC** ✕

Legal	Receipts
Contracts	Brand Kit

A digital window titled "Gina's Cafe LLC" with a close button (✕) in the top right corner. The window has a light yellow background and contains four yellow folder icons arranged in a 2x2 grid. The folders are labeled "Legal", "Receipts", "Contracts", and "Brand Kit" in purple text.



# What Branding *really* is





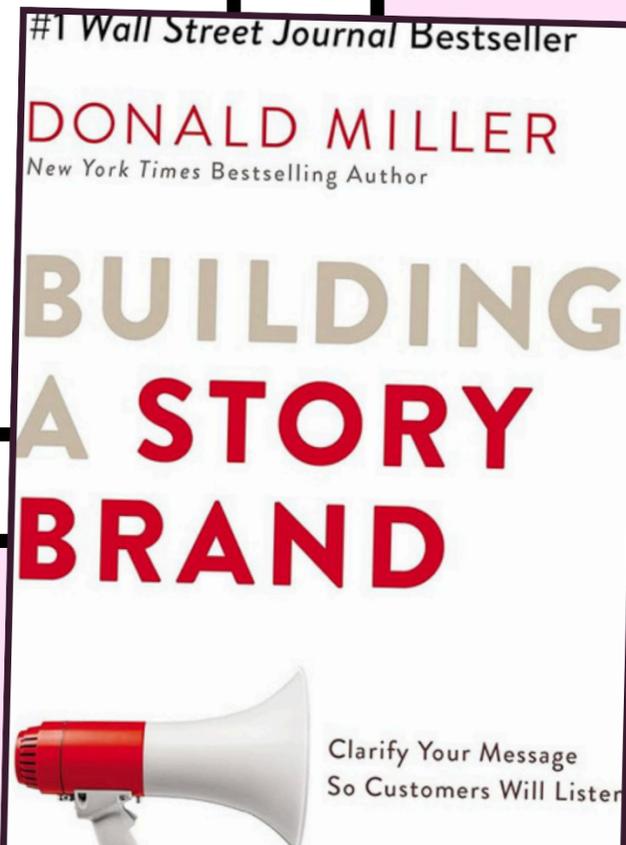


# Why Branding Makes You Money

- People need 5–7 exposures before they remember you → repetition builds familiarity → trust → buying.
- 40% of consumers buy again because they liked the packaging — pretty brands get shared.
- Storytelling makes you unforgettable: your why, your culture, your identity, customer transformations.
- Story-driven brands see a 30% increase in customer loyalty.
- Most small businesses survive with 50–150 loyal customers — you do not need thousands.
- Strong branding attracts higher-paying customers, creates organic referrals, and helps you stand out from competitors.

# Brand Kit Basics

- Primary Logo
- Submark / Icon Logo (small, simplified)
- Color Palette (3–5 colors: primary, secondary, accent)
- Typography Set (2–3 fonts: heading, subheading, body)
- Brand Imagery Style
- Simple Brand Guidelines
- File Formats (PNG, JPG, SVG, PDF)



Brand Kit

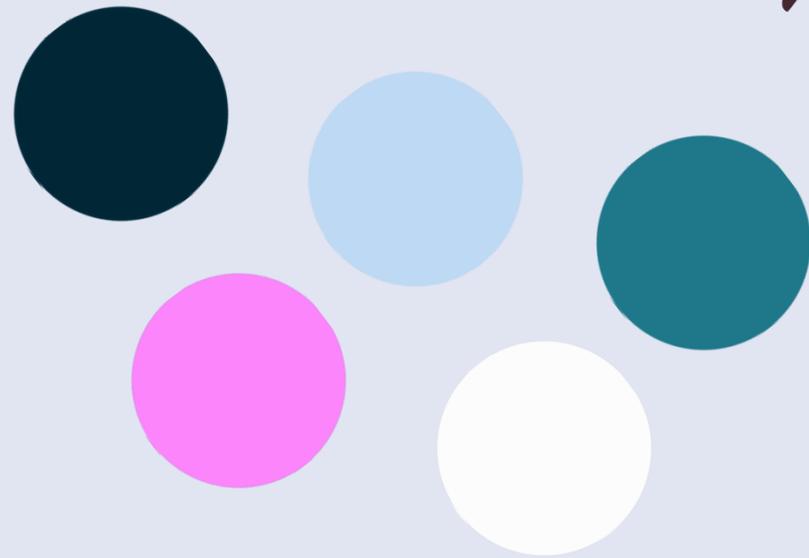
# Maktub



primary logo



submark



color palette



typography

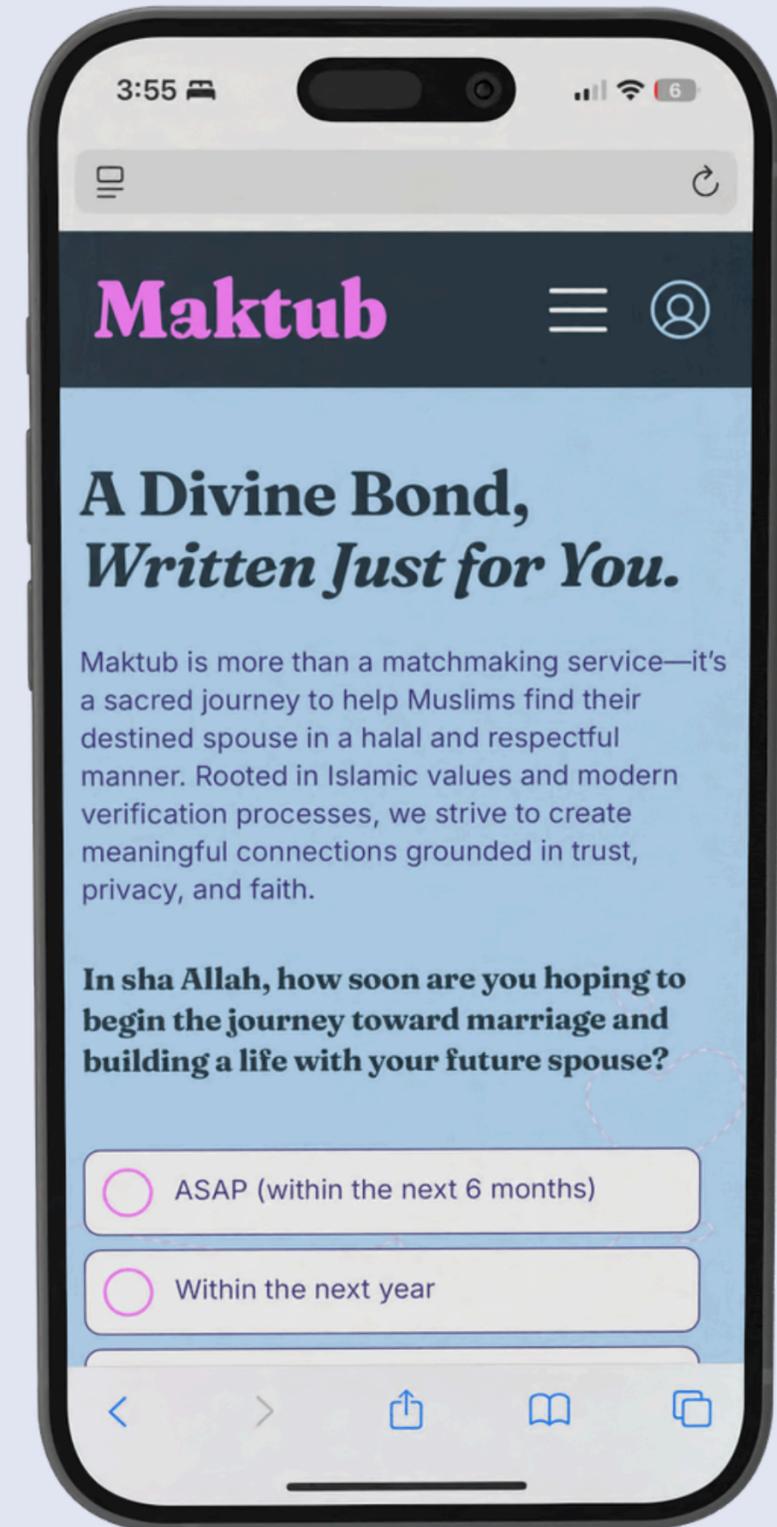
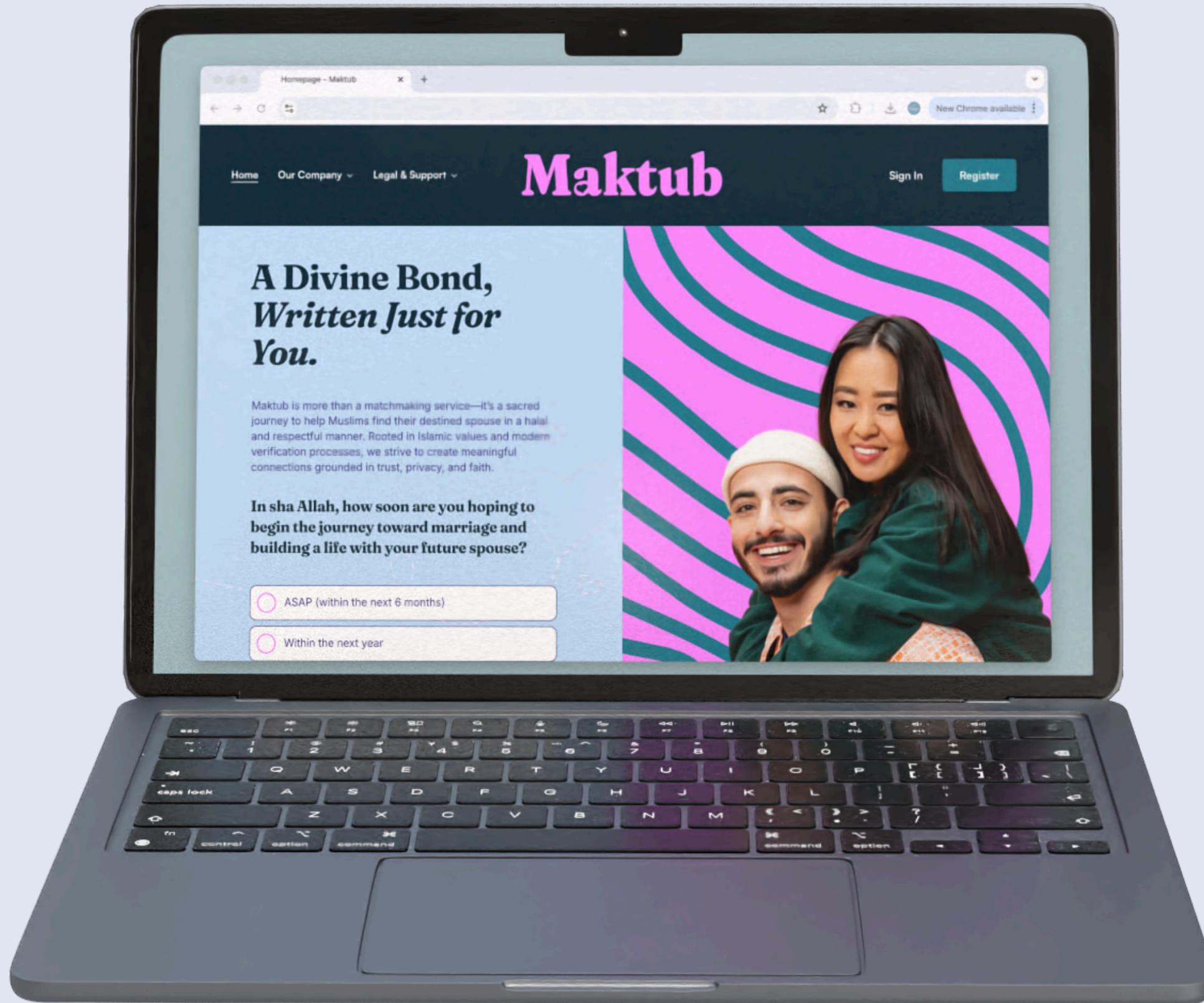


icons



brand application







**Ask me a question**

**hello@sami-jackson.online**