



START YOUR BUSINESS WITHOUT MONEY

REHAN ALLAHWALA

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PREFACE

We understand that the biggest hurdle in starting any business is money which is not true. In fact, the biggest hurdle in doing business is ourself. We make presumption before taking any step and start making consequences. I would request you to follow the steps which I have described in this booklet with close eyes and believe me, by Allah Almighty's will, you will have your business. There are 90% chances that business would collapse. However, I believe that you will succeed by 80% by following these steps. This booklet of mine is the asset of experiences I gained by doing hundreds of businesses. If you found this booklet useful, do forward this to the needy one. Please inform me and guide me here at [Facebook.com/RehanAllahwala](https://www.facebook.com/RehanAllahwala) on how to make this booklet even more beneficial.

Take care of yourself.

Rehan Allahwala

AssalamUAlaikum! How are you? Today, I am going to teach you how to do business. The Business recipe is as simple as recipe of Biryani, not like preparing Nihari. So let's start.

In this booklet, I will teach you certain steps with which, you can start your very own business. It is not necessary that the business would succeed however the purpose of the booklet is to eliminate that fear which stops you from doing your own business. In my opinion, students from class, seventh, eighth should be encouraged to do their business. When you shut one business and start another one, this will give you confidence because shutting a business teach you many things to learn. So relax, don't get panic. These two elements causing you not starting business. Once you do that you will be success, not matter if you do that for profit or for no-profit.

Sports like, Swimming, Cricket, Hockey started to teach in early age, in my opinion, It is essential to teach business in early age too. If we look at our elders, for example Walt Disney, my father, Me myself, we all started our first job at the age of 8. We see that business communities including Memon, Chiniot, Delhiwalay specifically put their kids into business. These kids usually be called as "Student". They are asked to perform small tasks like, dusting, drink water to customers, help seniors etc. I am one of the example. I used to sell badges during Independence celebration days outside my home. I used to sell stationary in school, Used to spent time with my father at his shop. During summer vacations, I was sent to my uncle's shop where I learned how to convince customers, understand nature of different customers etc.

I still have in my memory that every night I used to complaint my mom that will I keep doing what I am doing at my eldest uncle's shop for the rest of my life? Let me sit at the counter. Let me do the mathematics. But now I understand why I was asked to do small tasks, (to kill my ego at early age) If they didn't do that, I might have a proud person.

Who is a Business Founder?

Every woman or man who started a company is called founder. Founder of a company is like a mother. Like a mother who wakes up at 3 AM in the morning when her kid cries, she never yell or scold at her kid. No matter if it's morning or night, she'll be nice to her kid all the time even if her kid do wrong she will remain calm. A business founder acts similar to the mother. He works around the clock to his business to nourish it.

Secondly, woman, who just got birth, doesn't have any skill set. How does she know how to raise kids? She start asking from her mom, woman from neighbor, her aunties. Similarly, a business founder do the same to raise his business. He seeks guidance from his mentors. Remember, a mother doesn't cry the hardship she faced due to her kids. She doesn't give up until her kid become an adult. And If they belong to America, she ask her son or daughter to go out and earn for yourself. A business founder's job is as similar as the mother is.

If you are going to start any business, you have to be patient. For the next two years, you have to clean it, have to feed it, listen to noise, wake up for nights until it become a plant. The process is quicker in **.com(dot com)** world. So if you really have balls to be a mother of a business, you are welcome.

What is a Business?

*A business is a process which help in eliminating problems human face in the world or a process which makes life better.
A money is paid against that service is called profit.*

Types of Business:

It is not necessary to start a business for money as profit. There's a type of business called Social Entrepreneur in which main focus is on impact. How much your business impact on society. May be you start selling rice and grains and the profit margin is only 2% but this business impact on large scale. This would fall in Social Entrepreneurship.

An entrepreneur doesn't take fund from any one, don't bag for money, or request for grant. or at least try not to. Instead, try to use his available resources and start any business which by-product is a money.

Social Entrepreneurship:

Every business, directly or indirectly, impact on human's life. Even if you are selling Coca-Cola or McDonald's burger or a *Desi-Samosa*. However some businesses are meant to be do which has more impact, less profit. Those who wish to run a NGO or Not For Profit organization, I would suggest them to look for social entrepreneur and see how they can run a business without taking any grant or financial help. Asif Farooki is one of a example. He started a business called Waste Busters. They collect garbage from streets and homes. This keeps the city and town clean and they make money out it.

What is an Entrepreneur?

An entrepreneur is one who converts problems into opportunity within available resources and make money as by-product. It is like a talent of an artist that he gets after lot of experiments.

Anyone of you can become an entrepreneur. As my teacher Tony Buzan said.

Almost anyone can be an artist, but it is something that can be practiced to be learned.

Unlike a businessman an entrepreneur creates something new, a new way, a new process, a new method, or at least it is new in the area that they are doing this in. So there is a very fine line between an Entrepreneur and a Businessperson.



STEP # 1

**DECIDE THAT YOU
WANT TO START
A BUSINESS**

Like In Islam, it is mandatory to make intention (*niyyah - intention in one's heart to do an act for the sake of Allah*) before pray, we have to first make strong will and intention to start and run a business whatsoever. Remember we are our own enemy against starting a business however, if you have decided and standby to your will, you will achieve you goal.



STEP # 2

FIND TWO
CO-FOUNDERS

Take two of your friends and make them partners in your business. It can be more than two. Here, we have taken two partners with you, total three members.



Just like a man and a woman together create a family, A founder take advantage of pros of his partners and mix it with him to create a Win-Win situation for all of them. For example, one of your partner could be a good accountant, or best in management and vice versa. These qualities in your partners will help you building a successful business.



STEP # 3

**GIVE YOUR BUSINESS
A NAME**

Time to give your business a name. How to do that? Simply take first letter from your each partner's name and that's it. For example, out of three members, one is a woman and two others are men and their names be like Kashaf, Aamir and Shehzad respectively. Now take **K**, **A** and **S**, first letter from their names, rearrange them in a way to create a catchy name. Like we did, **A.K.S --- AKS Inc.**



Aamir

Shehzad

Kashaf

ASK Company



STEP # 4

**WHAT WILL THE
COMPANY DO**

After having name of your business, time to decide what would the company do? All the partners should sit together and find out problems that hurt all of you the most.

For example, Find ways and resources to solve the problems around you, and see what really you can do to solve these problems and how you can do that, and after that, make Mission and Vision statement.

What is Mission and Vision Statement?

Mission Statement:

“A formal summary of the aims and values of a company, organization, or individual.”

You have decided to resolve water crisis in your town, your mission statement should be like:

“To resolve water problem in the area in next few years.”

Vision Statement:

A vision statement is an organization’s declaration of its mid-term and long-term goals.

In your case, the vision statement would be, “to resolve water problem in the area in next four years by taking steps and actions.”

If you don’t have any vision statement, leave it for now.



STEP # 5

**BE VISIBLE
BEFORE THE WORLD**

It's time to tell the world that your business also exist. You have your own business. Here's what you have to do.

First of all, go to any photographer's shop nearby you and have a photo of you. Put that photo on your social networks, specifically on Facebook and add details about yourself. Do the same thing on your Instagram profile, Twitter profile and on LinkedIn. If you still have not made account yet? Make one right now. Now add details about company and let the world know that you are a founder of AKS Inc. or a co-founder etc.

An example of professionally taken display photos



Screenshot of Facebook profile

Rehan Allahwala (Rehan dot com)

Friends

Following Message

Timeline About Friends 497 Mutual Photos More

Intro

A simple human being ! - Love to meet people from around the world. More on www.rehan.com/

- Founder at Pakistan Association of North America
- Founder at Institute Of Peace
- Founder at Chainak
- Founder at Rehan University
- CEO & Founder at Rehan School
- Founder at Rehan Tasks
- Founder and President at Ipsop - Internet Promotion Society of Pakistan
- CEO & Founder at MUNTWO
- Founder (company) at Techistan
- CEO & Founder at DIDX
- CEO & Founder at VirtualPhoneLine
- CEO & Founder at Super Technologies
- Former Founder at Paki.Com - Social Networking Desi Style
- Former Founder and CEO at Pakistan Computers
- Studied BCom at University of Karachi, Pakistan
- Went to The City School Official
- Lives in Karachi, Pakistan
- From Karachi, Pakistan
- Followed by 107,111 people

Rehan Allahwala shared Syed Ali Abbas Abidi's post. 12 mins ·

Syed Ali Abbas Abidi
February 25 at 4:45pm ·

Salam

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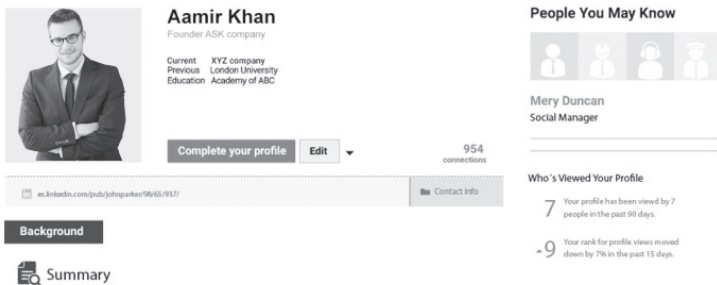
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Rehan Allahwala 21 mins · Barcelona, Spain ·

Want 250000 euro for your company as grant ? Here is how

Screenshot of LinkedIn profile



Aamir Khan
Founder ASK company

Current XYZ company
Previous London University
Education Academy of ABC

Complete your profile Edit

954 connections

es.linkedin.com/pub/johngparke/9666/93/ Contact info

Background

Summary

People You May Know

Mery Duncan
Social Manager

Who's Viewed Your Profile

7 Your profile has been viewed by 7 people in the past 90 days.

-9 Your rank for profile views moved down by 7% in the past 15 days.

Screenshot of Instagram profile



Aamir Khan

251 posts 190 followers 32 following
founder ASK company

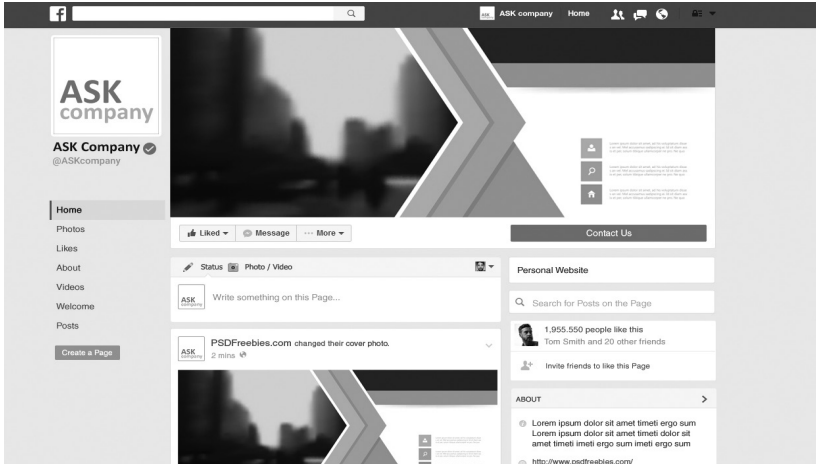


STEP # 6

MAKE COMPANY PAGE ON
FACEBOOK , TWITTER, LINKEDIN
GOOGLE PLUS

Create your company's page on Facebook, Twitter, LinkedIn and on Google Plus. Make sure that the Mission and Vision statement are clearly written there.

Company's Facebook and Twitter page.





STEP # 7

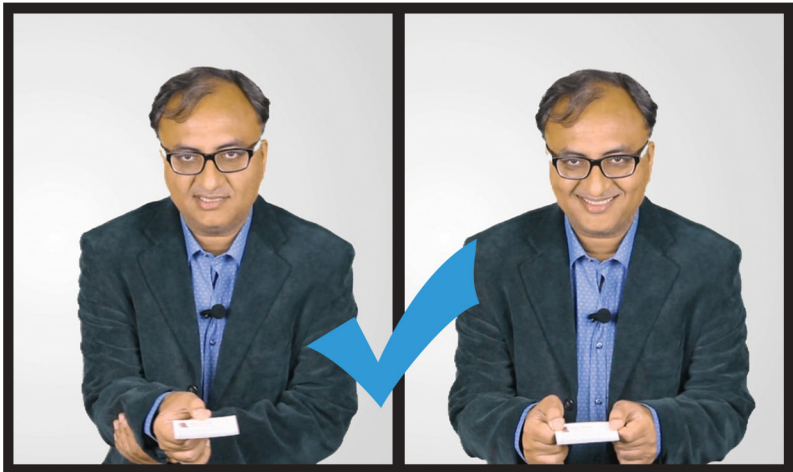
**MAKE YOUR
BUSINESS CARD**

Make yourself or request someone to make your business cards. Make sure you have your company's name, your own name, your designation, your mobile phone number, your e-mail ID and a head-shot photo. The backside of your business card should have company's logo with mission and vision statement.

Since you have your business card at hand, now whenever you meet someone, you would first say “*Assalamu-Alaikum*” and then you would give him your business card, also tell him that this was your business card with a gentle smile on your face. Give your business card in such a way that your left hand holding the elbow of your right hand while your your right hand has the business card

Front and back side of Business card





RIGHT WAY TO GIVE BUSINESS CARD



WRONG WAY TO GIVE BUSINESS CARD



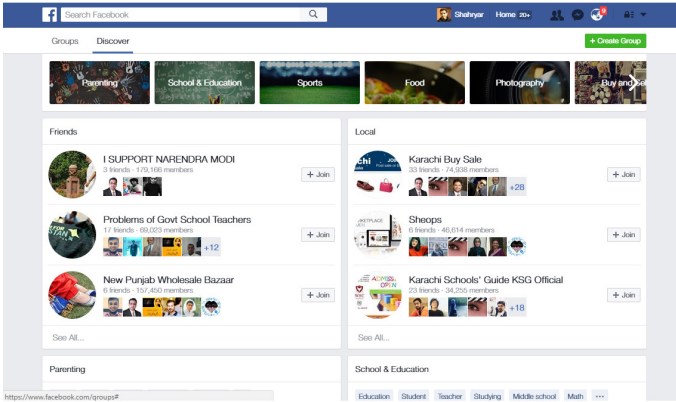
STEP # 8

**MAKE COMPANY GROUP
IN SOCIAL MEDIA**

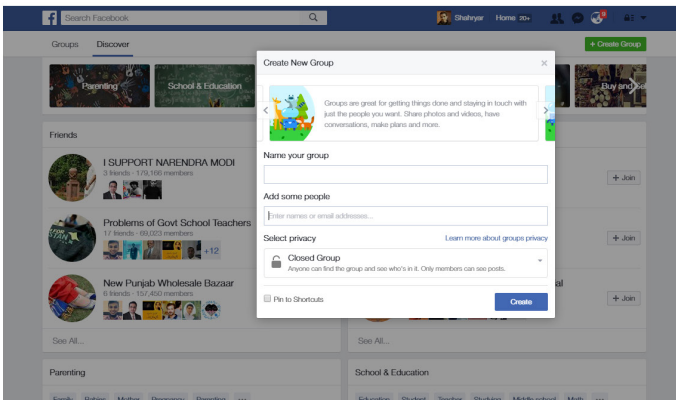
Create your company's group in Facebook and Twitter and add

Go to the link below

WWW.FACEBOOK.COM/GROUPS



Here, click on **CREATE A GROUP**



Type your company's name in the box.

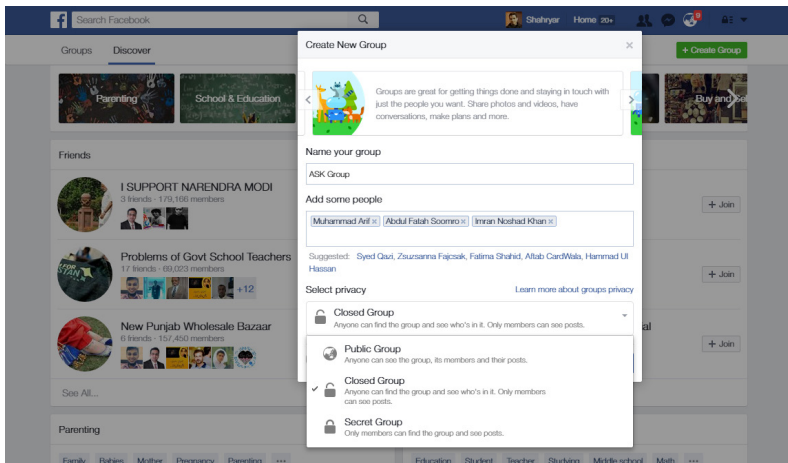
Next, add your friends in the group.

When you create a group, you can choose 3 privacy settings: Public, Closed and Secret.

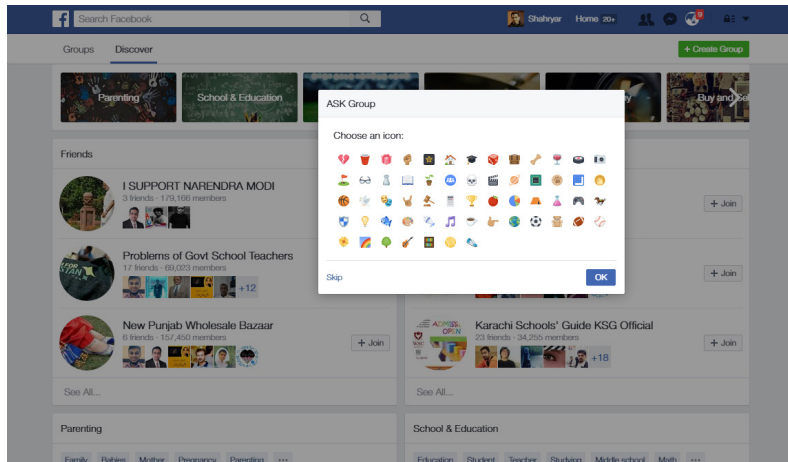
If you choose privacy Public, the group will appear in search and anyone can join the group.

Close group will also appear in search however, if anyone wants to join the group, group admin have to approve the request.

Secret group will not even appear in search. Only one who are added to the group can access it.



Select group icon from the list.

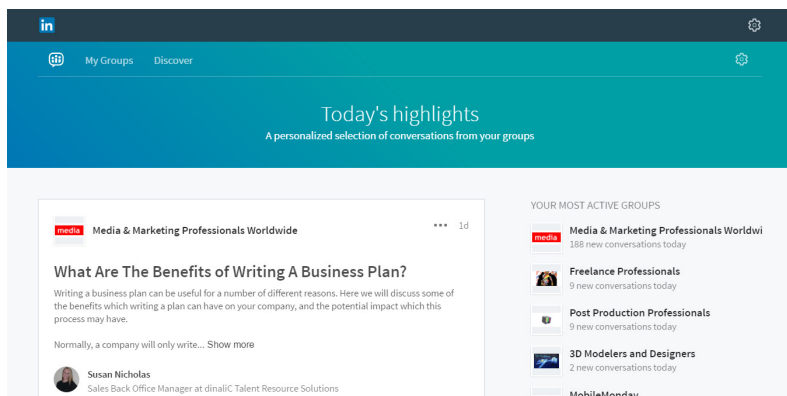


Your Company's Facebook group is ready.

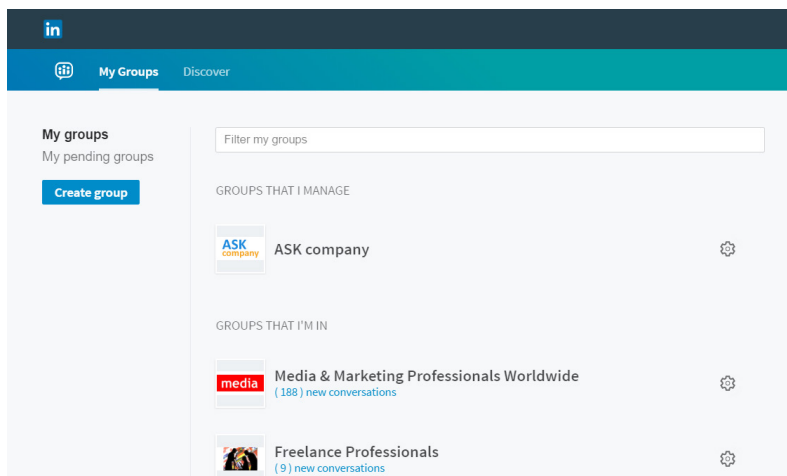


Go to the link mentioned below

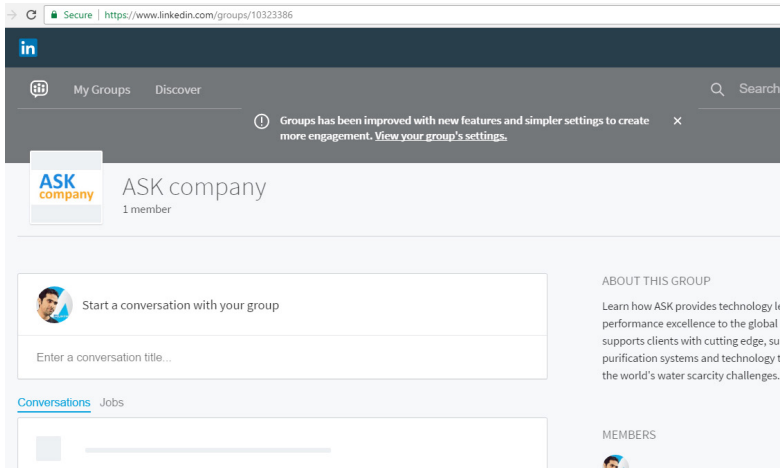
WWW.LINKEDIN.COM/CREATEGROUP



Here, click on **CREATE GROUP** button and fill out mandatory fields.



Your LinkedIn group is ready.





STEP # 9

**FIND A
MENTOR**

Once you have set-up your business, you must need a mentor who can guide you to achieve your goals. Find mentors of your field. For example, you have started an R.O plant company, you would need mentors who have eradicated water problems from the world. Try finding mentors who are not from your own country. Make sure you have 10 mentors around you.

Here you can do this: Go to LinkedIn search bar and type Water Problem. You'll see people related to searched field. Select few from them and add them to your LinkedIn account.

Alternate Way:

Go to www.Google.com and type Water Solution Companies. Search result will show many water solution companies. Note down that company name and find it on LinkedIn. Once you find that company, add their staff in your network including senior staff, CEO, founder and owner to your network. After adding key people of that company, send them a message:

Dear XYZ,

Hope You're well. I with my two friends, have recently started new company with an aim to eradicating water problem from the area. It would be an honor to if you could accept us as our mentee and guide us how to make it more successful.

God Bless You

Thank You

Since you have never done business before and you do not know how to do the business. These mentors will guide you each and every step you take. These mentors will help you how to solve problems you facing.



STEP # 10

MAKE INTRODUCTION
MOVIE

I have countless videos uploaded on YouTube and on Facebook. I would strongly recommend you make a two minute video of yourself in Urdu and one in English. The short video should have your name, your partner's name, tell people your company's name and its mission and vision. Ask people to inform you about water problem they are facing. Request your viewers to like your Facebook page, join Facebook and LinkedIn groups and people to play their part in solving the water problem. In the end, request people to share your video.

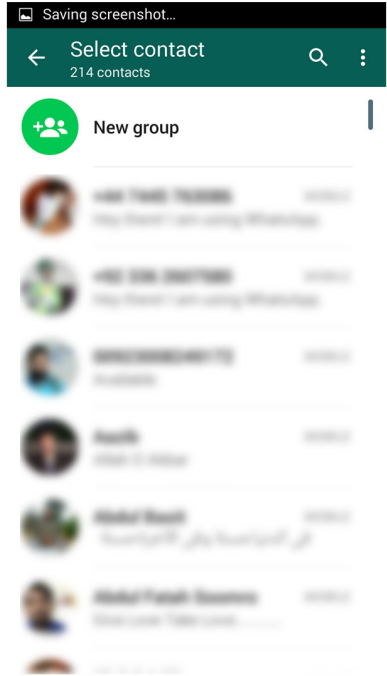
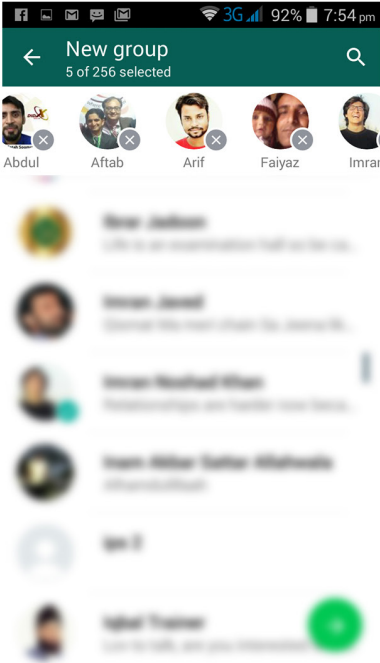
Again, I strongly recommend you to make short introductory video of yours as it helps you overcome your fear of camera, fear of facing people. This will also build trust among your customers and they would love to do business with you



STEP # 11

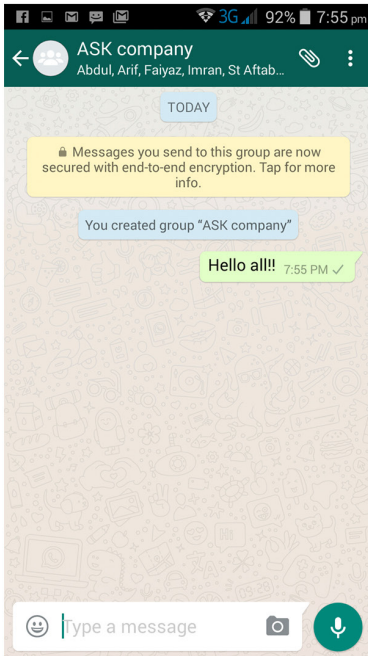
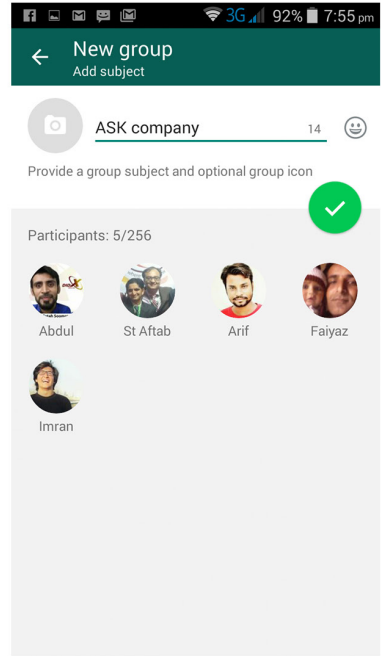
**CREATE WHATSAPP
GROUP**

**TAP ON
NEW GROUP**



**ADD YOUR
FRIENDS IN
THE GROUP**

TYPE NAME AND
ADD COMPANY
LOGO



YOUR WHATSAP
GROUP IS
READY

***Ta-Da!!* your business is ready. How simple is that!!**

The fear that was inside you, had made it impossible for you to do business. Remember, you have to stick to your business for next two years with full dedication. And if you find it worthless, just **shut it down**. And believe me you won't be losing anything. The only expense you bear is Rs. 1000/= --- cost of your business card. Think about new venture and start doing it. The wonders we see today like huge buildings, bullet trains, airplane, these came into someone's mind that's how they exist.

Checklist:

We have prepared a check list for you to see how much you have progressed in creating your own business.

- 1 Have you prepared yourself?
- 2 Have you found your business partners?
- 3 Have you decided your company's name?
- 4 Have you workout what would your company do?
- 5 Have you shown your existence?
- 6 Have you created company profile?
- 7 Have you made business cards?
- 8 Have you created groups on social media?
- 9 Have you found mentors?
- 10 Have you made your introductory video?
- 11 Have you created WhatsApp groups?

I am thankful that you thoroughly read this informative booklet. I am eagerly waiting for your introductory video if you have completed the checklist. And If I found your video interesting, I would share that video to my Facebook's timeline. Give me a favor by taking a photo of you with this booklet and upload it on your Facebook, if this booklet helped you anyway. Would be great if you make another short video about the booklet, and tag me on Facebook and on Twitter.

Remember, you and your business will play their part in developing our homeland.

Take Care
Allah Hafiz

Notes:

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