



# THE NURSE'S GUIDE TO BUSINESS

## Workbook

### A PRACTICAL ROADMAP FOR NURSES WHO WANT MORE

#### WHAT TO EXPECT:

##### **Mindset Shifts**

Confidently transition from employee to entrepreneur

##### **Step-by-Step Guidance**

Identify your business sweet spot and first offer

##### **Practical Tools**

Set up your business legally, financially, and structurally

##### **Expert Strategies**

Find clients, avoid burnout & build systems that scale



# INTRODUCTION

This guide is for the nurse who knows there's more: *more freedom, more income, more flexibility, more impact*. You've likely spent years giving your all in a clinical setting, and now you're ready to explore what else is possible. Whether you're curious about side gigs or dreaming of full-time entrepreneurship, this guide will help you take your first confident steps.



## YOUR OPPORTUNITIES AS A NURSE

You already have the skills. Now you get to decide how you use them. Business ownership offers:

- Freedom to create your own schedule
- Income that reflects your value
- Flexibility to work how and where you want
- Impact that aligns with your calling and values

## HOW TO USE THIS GUIDE

Move through one section at a time. Each has mindset insights, practical information, and short exercises. You can complete this in a weekend or work through it slowly.



## THE MINDSET SHIFT FROM EMPLOYEE TO ENTREPRENEUR

# Rewiring How You Think About Work, Risk, and Opportunity

### COMMON LIMITING BELIEFS

*"It's safer to stay employed."*

*"I'm not business-minded."*

*"I don't know enough."*

Which of these beliefs feels familiar to you?  
What would you tell a fellow nurse who said this?

### REFRAMING FEAR, DOUBT & RISK

**Fear is data.** It points to something important. Ask yourself: *What is fear trying to teach me right now?*

**Doubt is growth.** It often shows you're expanding beyond your comfort zone.

**Risk is everywhere.** Employment isn't risk-free. Entrepreneurship lets you choose your risks.

What fear or doubt are you currently facing? What might it be trying to show you?

## **SIMPLE PRACTICES TO BUILD YOUR CEO MINDSET**

Write a vision statement.

Journal proof of your own resilience.

Set "CEO hours" weekly, even if it's just 1 hour.

Reflect on a time you faced uncertainty and succeeded. What skills did you use?

Create a vision of the person you're becoming, be specific. What do they look like, drive, wear. How do they act? *"I am the kind of person who..."*





## DISCOVERING YOUR BUSINESS SWEET SPOT

# How to Find the Intersection of What You Know, Love, and What People Need

### THE ZONE OF EXPERTISE FORMULA

To build a business that feels aligned and sustainable, you need to hit the sweet spot where four things intersect:

**SKILLS + PASSION + EXPERIENCE + MARKET NEED = BUSINESS SWEET SPOT**

### BRAIN DUMP

Take 5–10 minutes to write freely. Don't edit—just get it out.

#### **Ask yourself:**

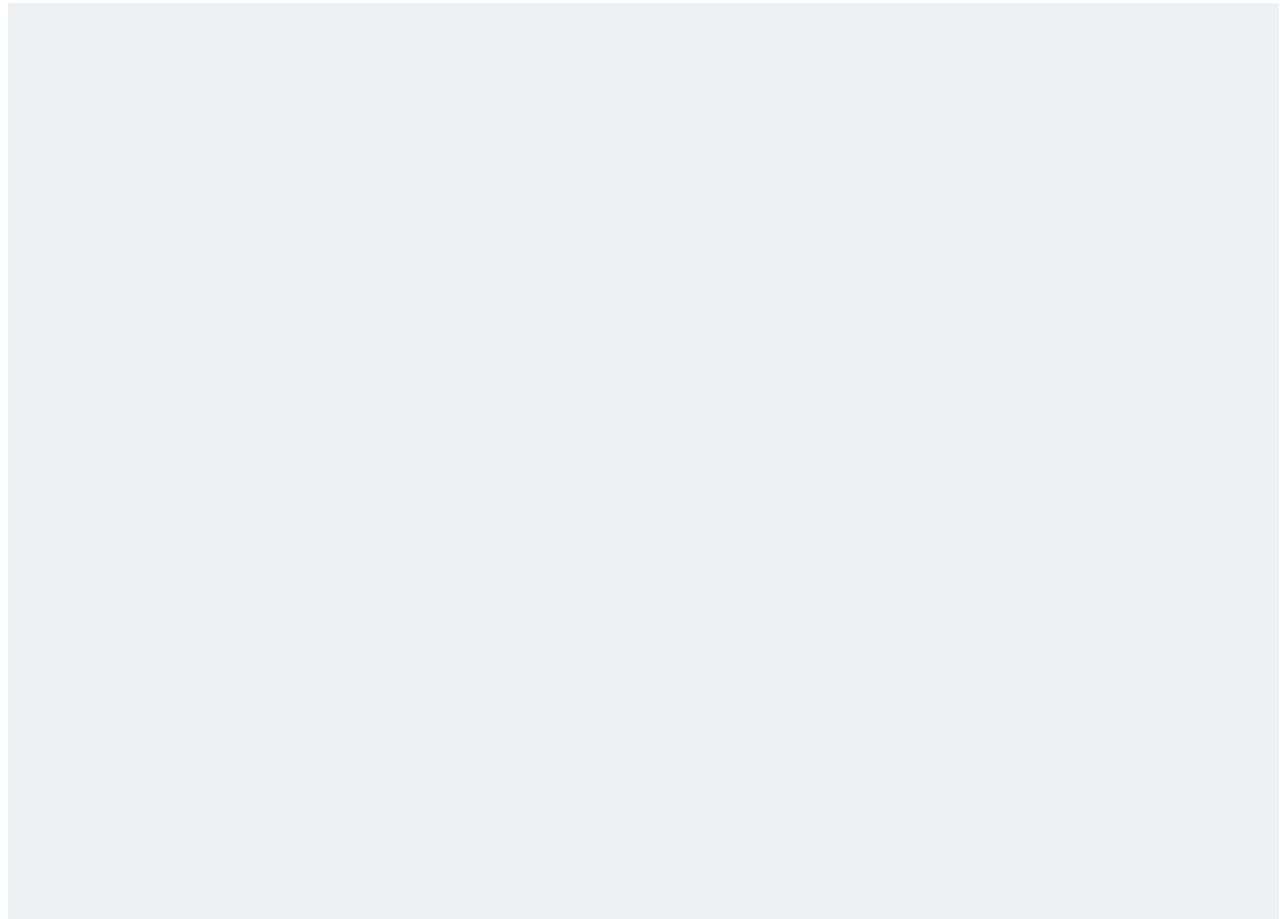
What do people constantly ask you about?

What challenges have you overcome that others still struggle with?

What skills or certifications do you already have?

What topics light you up when you talk about them?

Write your answers on the next page →



## **SPOT THE PATTERNS**

Go back to your brain dump. Look for recurring words or themes.

Are there topics that keep coming up?

Where do your personal experiences match your professional skills?

What 1–2 themes stand out the most?

## VALIDATE THE MARKET

Don't build in a vacuum—test your idea.

### Ask 3 people:

*"If you were struggling with [your identified theme], would you pay someone to help you solve it?"*

Record their answers below:



\_\_ YES \_\_ NO



\_\_ YES \_\_ NO



\_\_ YES \_\_ NO

What did you learn from their feedback? Use this insight to refine your offer.

## QUICK WINS VS LONG-TERM VISION

You don't have to build your dream business all at once. Start where you are.

### Quick Win

What's one thing you could offer *right now* based on your skills and what people need?

*I could offer:*

### Long-Term Vision

What do you want to be known for in 1–3 years?

*I want to be known for:*



## BUSINESS MODELS NURSES CAN START WITH

# Choosing What Fits Your Life and Goals

### COMMON BUSINESS MODELS

There’s no one-size-fits-all path to entrepreneurship. Here are four common models nurses use to launch their business—and each comes with different time, cost, and income factors:

MODEL	START-UP COST	TIME TO PROFIT	PASSIVE POTENTIAL	EXAMPLES
FREELANCING	Low	Fast	Low	Writing, Speaking, Chart Reviews
CONSULTING	Low-Mid	Mid	Mid	Compliance, Safety, Education, Legal
COACHING	Mid	Slow	High	Personalized or Group Coaching, Courses
DIRECT SERVICES	Mid-High	Mid	Low	DME, Advocacies



## CHOOSING WHAT RESONATES WITH YOU

Circle the model(s) that feel most aligned with your skills, personality, and lifestyle goals. For each model you circled, write down one reason why it appeals to you.

FREELANCING

→

CONSULTING

→

COACHING

→

DIRECT SERVICES

→

What's one step you could take this week to explore that model further?



## LEGAL, FINANCIAL & STRUCTURAL BASICS

# Laying the Groundwork for a Legitimate and Profitable Business

### YOUR BUSINESS SETUP MADE SIMPLE

Getting legit doesn't have to be overwhelming. Here are the first few structural steps to protect yourself and build a strong foundation:

**Choose a Business Structure** →

Start with a sole proprietorship to test your idea, or register an LLC for added legal protection.

**Apply for an EIN** →

Get a free Employer Identification Number from the IRS—even if you're a solo business.

**Get an NPI (if applicable)** →

If you're offering healthcare-related services, you may need a National Provider Identifier.

**Open a Business Bank Account** →

Keep your business and personal finances separate—this is key for tracking, taxes, and professionalism.

**Explore Insurance** →

Look into liability insurance specific to your services (*e.g., general, professional, or malpractice coverage*).

## MONEY MADE SIMPLE

Money doesn't have to be complicated—but you do need systems.

### Track Every Dollar →

Start tracking income and expenses from day one. Use a spreadsheet or software like *Wave*, *QuickBooks*, or *HoneyBook*.

### Use Contracts →

Even for small gigs, always use a service agreement. It protects both you and your client.

### Plan for Taxes →

Set aside 25–30% of your income for taxes as you go. Don't get caught off guard.

## SUGGESTED TOOLS

### PAYMENTS

 stripe

 PayPal

 Square

### SCHEDULING

 Calendly

 acuity:scheduling

### STORAGE

 Google Drive

 Dropbox

Which tool(s) will you try? *Hint: Always start free when possible!*

## BONUS: USING THE *PROFIT FIRST* METHOD

A simple way to make sure you're building a sustainable, profitable business:

### Pay Yourself First →

Transfer a % of income to a "Pay Yourself" account.

### Separate Accounts →

Use 3–4 bank accounts for:

- Profit
- Taxes
- Operating Expenses



## CRAFTING YOUR FIRST OFFER

# Turn Your Expertise Into Something People Can Say *Yes!* To

### WHAT MAKES AN OFFER VALUABLE

A strong offer isn't just about what you do—it's about the problem you solve. To make it compelling, your offer should:

Solve a specific problem

Be clear about who it's for

Communicate the result or outcome

### THE OFFER BUILDER

Use these prompts to shape your first offer:

Who is it for? e.g. New hospice nurses, family caregivers, home health agencies

What problem does it solve? e.g. Feeling overwhelmed, poor documentation



What result will they get? e.g. Clarity, confidence, peace of mind, measurable outcomes

How will you deliver it? e.g. 1:1 sessions, digital guide, workshop, audit, template bundle

**Draft your answers:**

Audience:

Problem:

Result/Outcome:

Delivery Format:

**Put them all together:**

"I help [Audience] solve [Problem] through [Delivery Format], so they can [Result/Outcome]."

*Example:*

*"I help new hospice nurses reduce documentation errors through 1:1 charting reviews, so they can feel more confident and audit-ready."*

**Write down your offer:**



## FINDING YOUR FIRST CLIENTS

# You Don't Need a Website— You Need a Conversation

### START WITH LOW-TECH MARKETING

You don't need fancy funnels or paid ads to get your first client yet. You need *connection*.

Referrals from colleagues

Partnerships with local organizations

Nurse networks

List 3 people or organizations you could reach out to this week:

- 1.
- 2.
- 3.

### BUILD YOUR ONLINE VISIBILITY

You already have tools—now it's about using them with intention.



Share your story and offer

Build a business page and join groups

Invite 10 friends or colleagues to share about your offer

## QUICK SCRIPT TO TRY

“Hey [Name], I’m launching a new offer for [audience] who are struggling with [problem]. Know anyone who might need this?”

Customize your own message:

## WHEN YOU’RE NERVOUS...

**Focus on helping, not selling.** You're offering a solution—not asking for a favor.

**Practice saying your offer out loud.** Say it in the mirror. Say it to a friend. Say it until it feels like you.

What’s one small action you can take today to share your offer?



## BUILDING SYSTEMS THAT DON'T BURN YOU OUT

# How to Create a Business That Supports Your Energy

### BOUNDARIES & TIME BLOCKS

Running a business doesn't mean being "on" 24/7. You get to design your time.

**Set office hours** (even if just 2 hours/week to start)

**Batch similar tasks together** (emails, client work, content creation) to reduce mental load

When are you most productive? What time boundaries would protect your energy?

### ESSENTIAL SOPs (STANDARD OPERATING PROCEDURES)

SOPs make your business repeatable, delegatable, and less overwhelming.

Client onboarding checklist

Basic contract template

Invoicing & follow-up flow

Choose one SOP to create or refine this month:



## SIMPLE AUTOMATION TO START

You don't need tech overload—just a few tools that free up time.

PAYMENT LINKS

 stripe

 PayPal

 Square

INTAKE FORMS

 Google Forms

 Typeform

EMAIL AUTO REPLIES

 Gmail

 Outlook

## PRO TIP

Set up just one automation this week to save future you a headache.

## FIXING TIME LEAKS

We all have tasks that drain our time and energy. Start plugging those leaks!

List 3 time leaks and one simple fix for each:

Time Leak:

Solution:

Time Leak:

Solution:

Time Leak:

Solution:

What would your week look like if your systems supported your *life*, not just your business?

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*Solution:*

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*Time Leak:*

*Solution:*

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# YOU DID IT!

You don't need to have it all figured out. But you *do* need to start somewhere.

Nurses are powerful, capable, and creative. Your expertise is valuable beyond the bedside.

**Remember: Progress starts with one step. You've already taken it.**

Keep going! You have permission to build something that honors your purpose and protects your peace.



**Ready to take the next step with support, strategy, and a community that gets it?**

Join the National Nurses in Business Association—where nurses like you turn ideas into action, build businesses with heart, and find freedom doing work they love.

You don't have to do this alone. Come grow with us.

**Become a Member Today!**



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