

New Business Checklist/Start-up Kit

Define Your Business

- Choose a business name
- What is your specialty/Niche
- Will you sell a product or service?
- You will need a budget for at least 6-12 months
- Will you form an LLC, sole proprietorship, nonprofit, or partnership?
- How much will you charge, and will it be by the hour or the project/product/service?
- If you will hire employees, how many? If 3 or less, consider 1099 contractors
- How will you handle payroll if you do not utilize contractors? Quickbooks? Accounting firm?
- Location? Home, office, store, online only

Initial Expenses

- Logo, motto, brand mark – will you create or hire someone to assist?
- Business phone number, land line and/or cell phone(s)?
- Laptop/printer/scanner/copier?
- Will you need software for emails, marketing, accounting, or invoicing?
- Do you need an accountant?
- Internet, cable/satellite or music for store?
- How will you handle and store cash/checks? Do you need a credit card payment system?
- Will you have office or store rent and if so, do you need insurance for the property and contents? Don't forget utilities!

The Important, But Not So Fun Stuff

- Search online via your state website for assistance with paperwork you may need to complete to begin your business
- The Small Business Association offers free help and the option to speak to a counselor to get you through the start-up process
- You will need a federal ID #
- How will you file your taxes?
- Open a business checking account and/or savings account
- Talk to your bank about a business credit card or line of credit
- You will likely need business insurance (liability for any sort of mistake you make, damage to an item, or if a customer would pursue legal action against you)
- Are your products or services taxable?

Get Online

- Who will create your website; or can you do it yourself?
- Depending on the size and structure of your business, will you require a separate business email account?
- Will you create a Facebook, Twitter, Instagram or LinkedIn business page to promote your business?
- Create a Google listing



Miscellaneous

- Create goals and stick to them
- Create and order business cards
- How will you spread the word about your new venture?
- Do you have a back-up plan?
- Be prepared to change things up as you go!
- Pick a mentor or business coach and set up weekly meetings!
- Do you need to hire an assistant or a social media strategist or a website/wordpress expert? If so, we've got you covered. We can support you in all of these areas to get your business started in a smooth and efficient manner.
- Track your expenses from the beginning. As a new business owner, there are many expenses involved from the purchase of the Federal ID # to equipment, insurance, advertising, etc. **All expenses should be tracked, and ALL receipts saved for tax purposes. This can save you tons of money in deductions and tax write-offs.**