

## Write a business plan

- Executive summary
- Business description
- Market research & competitor analysis
- Financial projections
- Company structure & operating plan
- Goals, objectives, & KPIs

## Estimate startup costs

- Create a startup budget
  - One-time startup costs
  - Overhead costs (office rent, utilities, etc.)
  - Labor costs
- Create a dedicated startup savings account
- Research available grants, startup services, & other resources

## Register your business

- Choose a structure (sole proprietorship, LLC, S-Corp, or C-Corp)
- Choose a business name
  - Claim a domain name
  - Claim relevant social media handles
- Register your business
  - Check state & local registration requirements
  - Register trademarks

## Open accounts & obtain permits

- Open a company bank account
- Obtain an Employer Identification Number
- Get licenses & permits
  - Check local business licensing requirements
  - Obtain industry-specific permits (e.g. building permits, OSHA certifications, etc.)
  - Obtain a Sales Tax Permit, if necessary

## Create a financial accounting system

- Hire a bookkeeper/accountant
- OR**
- Set up essential bookkeeping documents
  - Income statement
  - Balance sheet
  - Cash flow statement
  - Bills & invoices
  - Expense tracking
- Purchase accounting software (optional)
- Estimate your tax liability

## Create a management system

- Create an organizational chart
- Purchase project management software
- OR**
- Set up essential management tools
  - Calendar & scheduling system
  - Budget tracker
  - Team management system
  - Short- & long-term goals and timelines
  - Choose & track KPIs

## Launch branding & marketing

- Determine brand guidelines
  - Design or commission a logo
  - Select a color palette
- Create a website
  - About Us page
  - Contact information
  - Site menu/navigation bar
  - Core services & pricing
  - Online ordering
  - Customer testimonials
  - Company blog
- Set up relevant social media accounts
- Print business cards