

The Business Startup Checklist

By Stephanie Chandler

- ✓ ___ Determine what kind of business you want to start.
- ✓ ___ Learn about the industry for your business.
- ✓ ___ Analyze the market for your business.
- ✓ ___ Study your competition.
- ✓ ___ Educate yourself on running a business.
- ✓ ___ Join trade associations.
- ✓ ___ Name your business.
- ✓ ___ Perform a trademark search.
- ✓ ___ Register a domain name.
- ✓ ___ Design a website.
- ✓ ___ Obtain a logo.
- ✓ ___ Determine business structure (sole proprietor, partnership, or corporation).
- ✓ ___ Evaluate your personal budget.
- ✓ ___ Write a business plan.
- ✓ ___ Write a marketing plan.
- ✓ ___ Locate financing.
- ✓ ___ Create a list of startup supplies with budget.
- ✓ ___ Open a business checking account.
- ✓ ___ Setup a system for accounting and payroll.
- ✓ ___ Apply for business license, federal tax ID, and fictitious business name.
- ✓ ___ Select a location and set up shop.
- ✓ ___ Order signage.
- ✓ ___ Obtain business tools (computer, printer, fax, postage, office supplies, fixtures, etc.).
- ✓ ___ Order business stationery (business cards, letterhead, brochures, etc.).
- ✓ ___ Purchase inventory.
- ✓ ___ Create operations and employee manuals.
- ✓ ___ Hire employees.
- ✓ ___ Set a launch date.
- ✓ ___ Plan a grand opening event.
- ✓ ___ Send announcements to everyone you know.
- ✓ ___ Send press releases.
- ✓ ___ Turn on the OPEN sign!
- ✓ ___ Revisit your business plan and update often.
- ✓ ___ Evaluate your marketing strategy often.

This is an excerpt from “The Business Startup Checklist and Planning Guide: Seize Your Entrepreneurial Dreams!” by Stephanie Chandler. For book details and more resources for entrepreneurs, visit www.BusinessInfoGuide.com.