

# **The Business Startup Workbook**

**Worksheets,  
outlines, planning  
tips and tools to get  
your new business  
off to the right start!**



**Get  
Organized!**

**By Stephanie Chandler**

**[www.BusinessInfoGuide.com](http://www.BusinessInfoGuide.com)**

# Table of Contents

Introduction	4
Tasks to Complete	5
Idea Journal	7
<b>Section One: Education</b>	
Business Publications	11
Trade Associations	12
Define Your Market	14
Market Research	15
Pricing and Competition	19
Outselling the Competition	21
Interview Business Owners	25
Cyber Interviews	31
<b>Section Two: Planning</b>	
Elevator Pitch	33
Name Your Business	35
Business Logo	37
Establish a Form of Ownership	39
Obtain Business Licenses	41
Business Insurance	43
Business Plan Outline	45
Marketing	47
Marketing Plan	52
Press Releases	54
Press Release Outline	56
Newsletter/E-zine	57
Operations Manual Outline	61
Employee Manual Outline	62
Commercial Real Estate	64
Location Assessment	66
Wholesale Suppliers	72
<b>Section Three: Money</b>	
Current Personal Budget	81
Locate Financing	83
Startup Supplies List	84
Cash Flow Forecast	88
<b>Section Four: Website</b>	
Design Your Website	93
Website Resources	101
Submit to Search Engines	102
<b>Section Five: Carpe Diem!</b>	
Grand Opening Event	104
Additional Resources	107
About the Author	110

## Market Research

Interview your target customers to gain a better understand of the demand for your products/services.

**Have you ever used a product or service like this before?**

**If so, what did you like or dislike about your experience?**

**Would a product/service like this be beneficial to you?**

**What would you be willing to pay for a product/service like this?**

**What features would you like from a product/service like this?**

**Additional comments:**

## About the Author

Stephanie Chandler is the author of *"The Business Startup Checklist and Planning Guide: Seize Your Entrepreneurial Dreams!"* and *"From Entrepreneur to Infopreneur: Make Money with Books, E-books, and Information Products."* She is also the founder of [www.BusinessInfoGuide.com](http://www.BusinessInfoGuide.com), a directory of resources for entrepreneurs.



In 2003 she fled an 11-year career in the Silicon Valley and opened Book Lovers Bookstore in Sacramento, CA. In addition to running two successful businesses, Stephanie serves as a business advisor for AllExperts.com, an instructor for Small Biz Bootcamp, has published hundreds of articles in a variety of publications, and is a frequent speaker at business events and on the radio.

Visit her websites:

[www.BusinessInfoGuide.com](http://www.BusinessInfoGuide.com)  
[www.StephanieChandler.com](http://www.StephanieChandler.com)  
[www.BookLoversCafe.com](http://www.BookLoversCafe.com)

Subscribe to the newsletter for hot tips and small business tools by sending an e-mail to [Newsletter@BusinessInfoGuide.com](mailto:Newsletter@BusinessInfoGuide.com).

Contact Stephanie directly at [Stephanie@BusinessInfoGuide.com](mailto:Stephanie@BusinessInfoGuide.com).

### **Additional Products Available from [www.BusinessInfoGuide.com](http://www.BusinessInfoGuide.com):**

- ✓ The Business Startup Checklist and Planning Guide: Seize Your Entrepreneurial Dreams! By Stephanie Chandler (Trade paperback or E-book)
- ✓ Become an Infopreneur: Make Money Selling Books, E-books, and Information Products (E-book)
- ✓ 114 Powerful Strategies for Business Networking and Strategic Alliances (Special Report)
- ✓ 100+ Websites That Accept Article Submissions (Special Report)
- ✓ 101 No-Cost and Low-Cost Ways to Advertise Your Business Locally (Special Report)
- ✓ Cash Flow Forecast/Performance Report (Excel Spreadsheet Template)