

BASIC *Business* CHECKLIST

THE VISION

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- _____
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BUSINESS PLAN

- Define your mission statement
- Choose a name for your business
- Calculate start-up costs
- Research target market
- Complete a SWOT analysis to review the strengths, weaknesses, opportunities, and threats of your business

BUSINESS STRUCTURE

- Determine your business structure
- Register your business (Federal, local, and state)
- Obtain any license and permits necessary

- Register the domain for your business site
- Find an accountant and bookkeeper
- Build a team
- Create a system to process purchases

START TO MARKET

- Write out your marketing plan
- Secure your business name on all social media sites
- Photograph products/services
- Design your logo
- Launch website
- Share with your network, friends, family, associates
- Begin to build an email list
- Determine a content schedule

MISC.

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