



BUSINESS CHECKLIST

Business Planning

- Come up with a Name
- Search your Business Name on your state's website
- Choose a Business Structure
- Determine Startup Costs
- Research your Target Market
- Write Your Business Plan
- File Trademark Paperwork
- File Patent Paperwork
- Research Competition
- Apply for Business Licenses/Permits
- Register your Business with your State
- Apply for any additional/ special licenses

Product Development

- Order inventory
- Contact Supplier + Order Samples
- Take Product Photos
- Determine where to Sell
- Determine Product Pricing
- Order Product Packaging
- Find Invoicing Software
- Determine Financial Forecast

Marketing

Business Development

- Apply for an EIN Number
- Register with the Department of Revenue
- Open a Business Checking Account
- Register with Duns + Bradstreet
- Check the SBA.gov website
- Apply for necessary loans
- Create social media accounts w/ desired name
- Set up Business Email
- Set up website w/ domain
- Hire a graphic designer
- Purchase accounting software
- Purchase POS System

- Create a Marketing Strategy
- Join Facebook Groups
- Determine Marketing Budget
- Create a content calendar for Social Media
- Set up Email Marketing Campaign
- Set up email automation
- Build your email list
- Come up with a social media strategy
- Determine ways to find new leads
- Write blog posts
- Set up SEO + SEM
- Create a press release

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