

New Business Startup Check List

This is a high-level check list for those who are starting a new business. For detailed instruction join our Entrepreneur Success Forum at www.eagleridgeconsulting.com/success

Planning

- _____ Define your Product or Service
 - _____ Clearly document the details of your product or service
(very important as this could make or break your entire business)
- _____ Find a business mentor (optional but highly recommended)
- _____ Consult with an attorney to ensure you have properly set up your business
- _____ Conduct market research
 - _____ Who are your competitors?
 - _____ Where are they located?
 - _____ Are they profitable?
 - _____ How will you differentiate your business from your competitors?
- _____ Choose a business structure
(Sole Proprietorship, Limited Liability Corporation(LLC), Partnership, Corporation, Non-Profit)
 - _____ Complete all appropriate paperwork for your chosen structure
- _____ Develop and document your Business plan
- _____ Develop and document your Marketing plan
- _____ Write your Financial plan (how are you going to fund your business?)
- _____ Determine if you will rent a location or will work from home
 - If you are going to work from Home**
 - _____ Define dedicated space for your business
 - _____ Determine your hours of business (and stick to them)
 - _____ Determine if you will use your physical address or a post office box
 - _____ Get Organized
 - If you are renting:**
 - _____ Make a list of the features your business will require
 - _____ Determine the maximum rent you will be able to pay
 - _____ Find out if there are additional fees attached to the location
(cleaning fees, snow removal, etc...)
 - _____ Determine the best location (neighborhood) for your business
 - _____ Ensure your chosen location is zoned for your type of business



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Business Set Up

- _____ Choose your business name
 - _____ Check your local and State records to ensure your business name is available
 - _____ Determine if the domain name is available
- _____ Register your business with all the appropriate state and federal agencies
- _____ Get Federal and state tax IDs
- _____ Apply for licenses and permits

Financial

- _____ Establish an accounting system
 - _____ Determine if you will do your own accounting or if you will hire an Accountant
 - _____ Determine your accounting structure (cash or accrual method)
 - _____ Purchase Accounting software (if you are going to do your own accounting)
 - _____ Determine the percentage of your sales you will have to set aside for taxes
- _____ Open a business bank account
- _____ Create a profit and loss forecast
- _____ Purchase business insurance
 - _____ Determine the right agent for your business needs
 - _____ Determine if you need additional insurance such as life insurance or long-term disability insurance

Online Presence

- _____ Create Website
 - _____ Choose the website provider you will use
 - _____ Research website developers (if you don't have the expertise)
 - _____ Write content
- _____ Create social media network accounts (only for the mediums you are going to use)
 - _____ Facebook
 - _____ Instagram
 - _____ LinkedIn
 - _____ Twitter
 - _____ YouTube
 - _____ Other _____
- _____ Determine what security software you will use to keep your data safe
- _____ Register your domain(s) and any trademarks you own

