# Business Start-Up Checklist

## Planning Your Business
- [ ] Create Your Business Planning Binder
- [ ] Write Your Mission Statement
- [ ] Choose a Name for Your Business
- [ ] Estimate Start-up Costs
- [ ] Research Your Target Market
- [ ] Research the Competition
- [ ] Choose What Products to Sell

## Business Development
- [ ] Choose Your Legal Structure
- [ ] Register Your Business Name
- [ ] Apply for Necessary Permits/Licenses
- [ ] Apply for EIN#/Tax-Exempt ID
- [ ] Open a Business Checking Account
- [ ] Create a Stripe/Paypal Account
- [ ] Register Domain for Your Website
- [ ] Create Social Media Accounts
- [ ] Setup Business Email
- [ ] Setup Accounting Software
- [ ] Create a System to Manage Orders

## Product Development
- [ ] Organize Work Area/Office Space
- [ ] Order Necessary Supplies
- [ ] Make Sample Products
- [ ] Photograph Products
- [ ] Write Detailed Product Descriptions
- [ ] Create Packaging for Your Product
- [ ] Determine Pricing & Profit Margin

## Brand Development
- [ ] Design Logo/Hire Graphic Designer
- [ ] Create & Order Business Cards
- [ ] Launch Website/Hire Web Designer
- [ ] Post to Social Media Channels

## Marketing
- [ ] Create Marketing Plan
- [ ] Notify Friends/Family/etc.
- [ ] Join Networking Groups
- [ ] Create & Build Email Mailing List
- [ ] Determine Blog Posting Schedule

## Misc/Other

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