

# Small Business Startup

## CHECKLIST

### PLANNING

- Create a business plan
- Choose a name
- Research supplies
- Estimate startup costs
- Research your competition
- Set realistic goals
- Research service/product/ pricing
- Research local markets
- Tailor to your target audience

### BUSINESS

- Choose legal structure
- Register business name
- Obtain EIN
- Obtain licenses, permits & insurance
- Set up a separate business account
- Create pricing list
- Order uniform/supplies
- Establish business address

### MARKETING

- Buy domain name
- Create a website
- Create a business email
- Create social media accounts
- Create mailing list
- Create email signature
- Order business cards
- Take pictures for website
- Find Events for networking

### BRANDING

- Choose brand colours
- Design logo
- create a tagline
- Design business cards
- Design marketing collateral

FIFTH STUDIO DESIGN CO.

WWW.FIFTHSTUDIODESIGN.COM.AU