

SMALL BUSINESS CHECKLIST

+ PLANNING YOUR BUSINESS

- Create a Business Planning Binder
- Write Your Mission Statement
- Choose a Name for Your Business
- Research Domain Names
- Determine Your Overall Budget
- Research Your Target Market
- Research Your Competition

+ BUSINESS DEVELOPMENT

- Register Your Business Name
- Apply for Necessary Permits/Licenses
- Create PayPal/Venmo/Square Account
- Purchase Your Domain Name
- Set Up Business Email

+ BRAND DEVELOPMENT/MARKETING

- Hire Graphic Designer
- Logo
- Colors
- Fonts
- Tagline
- Determine Your Brand Story
- Business Cards
- Website
- Create Social Media Accounts
(facebook, instagram, pinterest, linkedin, etc.)
- Create Marketing Plan
- Determine Social Media/Blog Posting Schedule

+ WEBSITE MUST HAVES

- Home Page
- About Page
- Services
- Product/Selling Page
- Portfolio
- Contact Page

+ PRODUCT DEVELOPMENT

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

+ ANNOUNCE YOUR BUSINESS

- Post to Social Media
- Notify Friends/Family, etc.
- Join Local Networking Groups
- Create & Build Email Lists

+ OTHER _____
