

## *Business Checklist for Creative Entrepreneurs*

*The time to Stop Dreaming and Start Creating is Now!*

### Business

- Choose an idea
- Research the business idea
- Write a business plan and marketing plan
- Choose and verify the right to use the name
- Get your domain name and trademark
- Register the business and get a business certificate
- Choose a location for the business
- Check zoning laws if necessary
- Acquire any licenses or permits if necessary
- Register copyrights
- Apply for provisional patents if you have an invention
- Get a business phone
- Apply for an Employer Identification Number (EIN)
- Apply for sales tax number if necessary
- File your business structure
- Download W-9s for all vendors and freelancers you hire
- Figure out your accounting method
- Get business insurance
- Open a business account for the business
- Have business cards and letterhead printed
- Purchase any equipment and office supplies needed
- Order the necessary inventory
- Get an e-mail address
- Design and set up your business website
- Set up social media pages for the business
- Create company invoices
- Determine your payment methods
- Create a rate sheet and menu of services
- Connect with small business owners in your area
- Hire a business coach to evaluate your start-up
- Send out an eBlast regarding your business
- List ten customers you want to go after

### Your First 30 Days

- Get the first five customers
- Be able to successfully pitch your company
- Master your selling skills
- Set business goals
- Achieve making a profit
- Determine pricing for product/service
- Plan for busy seasons such as the holidays
- Prepare for promotions and sales
- Ask for feedback from customers
- Hire experts for things you aren't good at (i.e., accountant, business coach, designer, social media manager, etc.)
- Execute your marketing campaign
- Build relationships**
- Attend networking events**
- #giveback
- Do something outside of your comfort zone daily
- Answer e-mails daily
- Respond to customers within 24 hours
- Brainstorm about residual income ideas
- Know your profit margins
- Issue a press release
- Expect the unexpected**
- Be active on social media**
- Evaluate your days—what worked, what doesn't
- Focus on tasks at hand
- Take walks
- Take a break or two during the day
- Get plenty of rest**
- Plan a vacation when you meet your first goal
- Educate yourself on your business**
- Read at least ten books a year
- Find a good support system
- Be prepared to work hard**