

THE  
**SAVVY**  
• BUSINESS START-UP •

# TOOLKIT

YOUR BUSINESS START-UP  
PLANNING GUIDE

LATOYA JOHNSON, M.B.A.  
Certified Business Start-Up Coach

**\*\*Copyright © LaToya Johnson 2020 All Rights Reserved\*\***

All information contained in this Toolkit is the property of LaToya Johnson, and may not be duplicated, copied, modified or adapted for distribution, in any way without written permission. Our toolkit forms and documents may contain our service marks or trademarks as well as those of our affiliates or other companies, in the form of words, graphics, and logos. Your use of this tool does not constitute any right or license for you to use our service marks or trademarks, without the prior written permission of LaToya Johnson. The copying, redistribution, use or publication by you of any such Content, is strictly prohibited. Your use of our Toolkit and Services does not grant you any ownership rights to our Content.

# TABLE OF CONTENTS

<b>Introduction</b>	<b>3</b>
<b>Milestone 1: Choosing the Right Business Fit</b>	
◦ Business Start-Up Checklist	5
◦ Making It Official	6
<b>Milestone 2: Checking Out the Industry</b>	
◦ Business Start-Up Checklist	9
◦ Making It Official	11
<b>Milestone 3: Knowing Your Market</b>	
◦ Business Start-Up Checklist	14
◦ Making It Official	16
<b>Milestone 4: Targeting Your Customer</b>	<b>NI</b>
<b>Milestone 5: Developing Your Brand</b>	
◦ Business Start-Up Checklist	19
◦ Making It Official	21
<b>Milestone 6: Discovering Your Message</b>	<b>NI</b>
<b>Milestone 7: Writing Your Story</b>	<b>NI</b>
<b>Milestone 8: Building an Online Presence</b>	
◦ Business Start-Up Checklist	24
◦ Making It Official	26
<b>Milestone 9: Envisioning Your Future</b>	
◦ Business Start-Up Checklist	29
◦ Making It Official	30
<b>Milestone 10: Pricing Your Product</b>	<b>NI</b>
<b>Milestone 11: Leading an Efficient Business</b>	
◦ Business Start-Up Checklist	33
◦ Making It Official	35
<b>Milestone 12: Funding Your Dream</b>	
◦ Business Start-Up Checklist	38
◦ Making It Official	40
<b>Milestone 13: Planning for Success</b>	
◦ Business Start-Up Checklist	43
◦ Making It Official	44
<b>Milestone 14: Legalizing Your Business</b>	
◦ Business Start-Up Checklist	47
◦ Making It Official	49

*\*NI – Not included in Toolkit*

# INTRODUCTION

Congratulations on beginning your business!! You are up for a great venture that has the potential to change your life in ways you have never imagined.

Our Savvy Start-Up Toolkit was created to make your journey a little easier. In this guide, I break down some of the most important steps of our Signature Savvy Method for beginning a business. You will find important milestones, business start-up checklists, and important tips that will keep you on track to opening your business.

There are fourteen essential milestones for beginning a business. This planning guide includes a checklist to help you with most of them. Each included milestone contains a Business Start-Up Checklist and a Making it Official Checklist. In the Business Start-Up Checklist you will find tasks to complete as you develop your business idea. Simultaneously, you can use the Making It Official Checklist to educate yourself, prepare financially and complete required tasks for governing agencies in your area.

If you would like more in-depth help and support, check out our Savvy Business Start-Up course and coaching program. Both were created to support you as you begin your business. Our programs can be found using the link below.

<https://www.thesavvybusinessstartup.com>

Best wishes as you begin your business start-up journey!!

**LATOYA JOHNSON, M.B.A.**

Certified Business Start-Up Coach

Owner, The Savvy Business Start-Up

# MILESTONE 1

CHOOSING THE RIGHT BUSINESS FIT



# CHOOSING THE RIGHT BUSINESS FIT CHECKLIST

*Business Start-Up Tip: The first part of beginning a business is determining what business is a great fit for you and your lifestyle.*

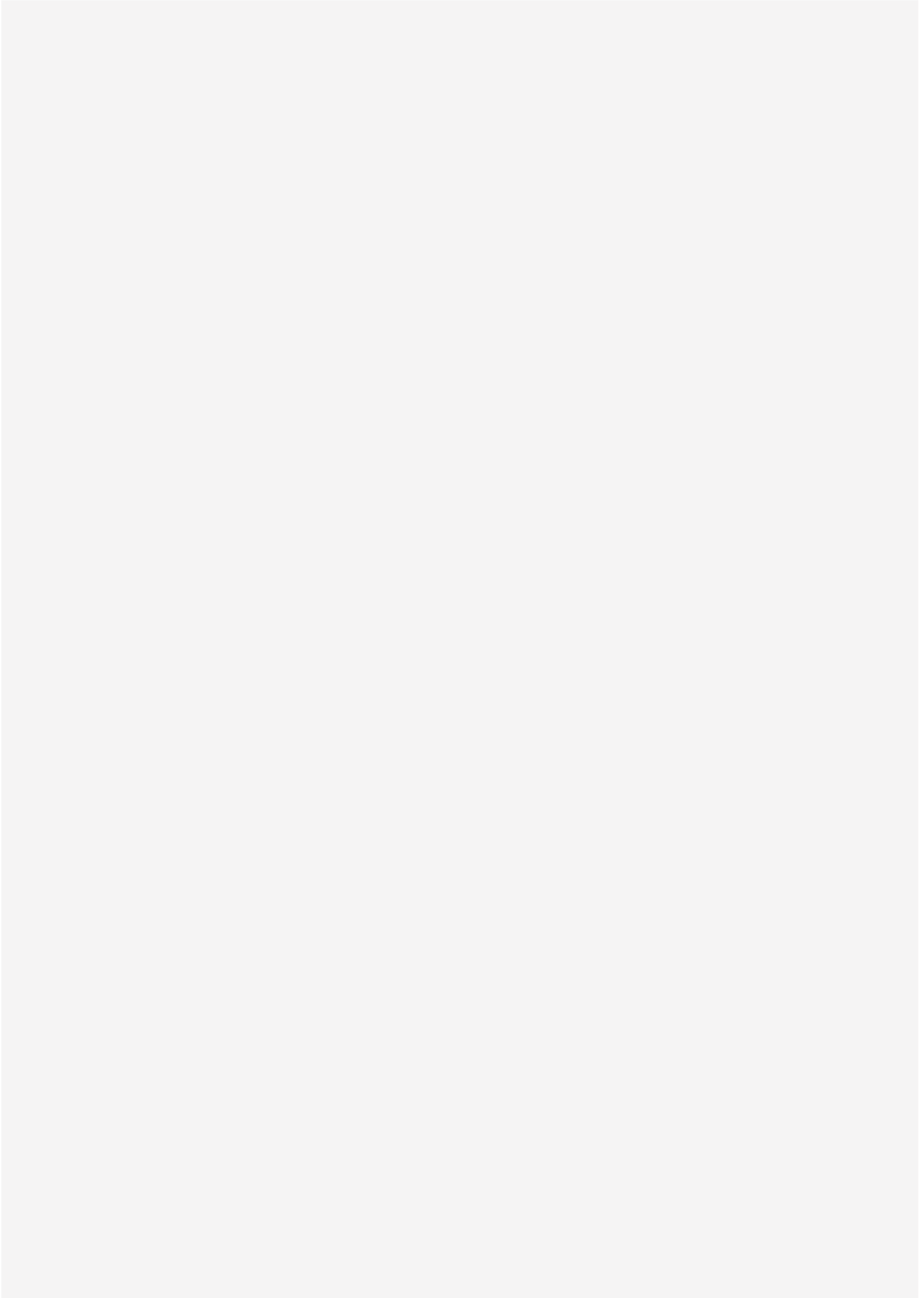
Things to consider when determining the right business fit for you include:

1. Your gifts and talents (including developed skills and uncommon knowledge)
2. Things you enjoy
3. Services and products that people want
4. The cost of beginning your business
5. Any additional skills (i.e. certifications, licenses, etc.) you will need to acquire before beginning your business

- Determine which business is the best fit for you based on your talents and experience.
- Consider whether you will enjoy beginning your business of choice. How will it add to your life?
- Complete a quick search to see if there is a demand (or Ask) for your business idea.
- Do a quick search to determine the amount of money it will take to begin your business. (Eliminate any ideas that are outside of your scope of possibilities for now.)
- Consider the skillset (i.e. skills, certifications, licenses, etc.) necessary to begin your business. Eliminate any businesses that require more than you are willing to give at this time in your life. (i.e. time, money, etc.)

**Notes:**

*Additional Business Start-Up Notes:*



# CHOOSING THE RIGHT BUSINESS FIT

## MAKING IT OFFICIAL

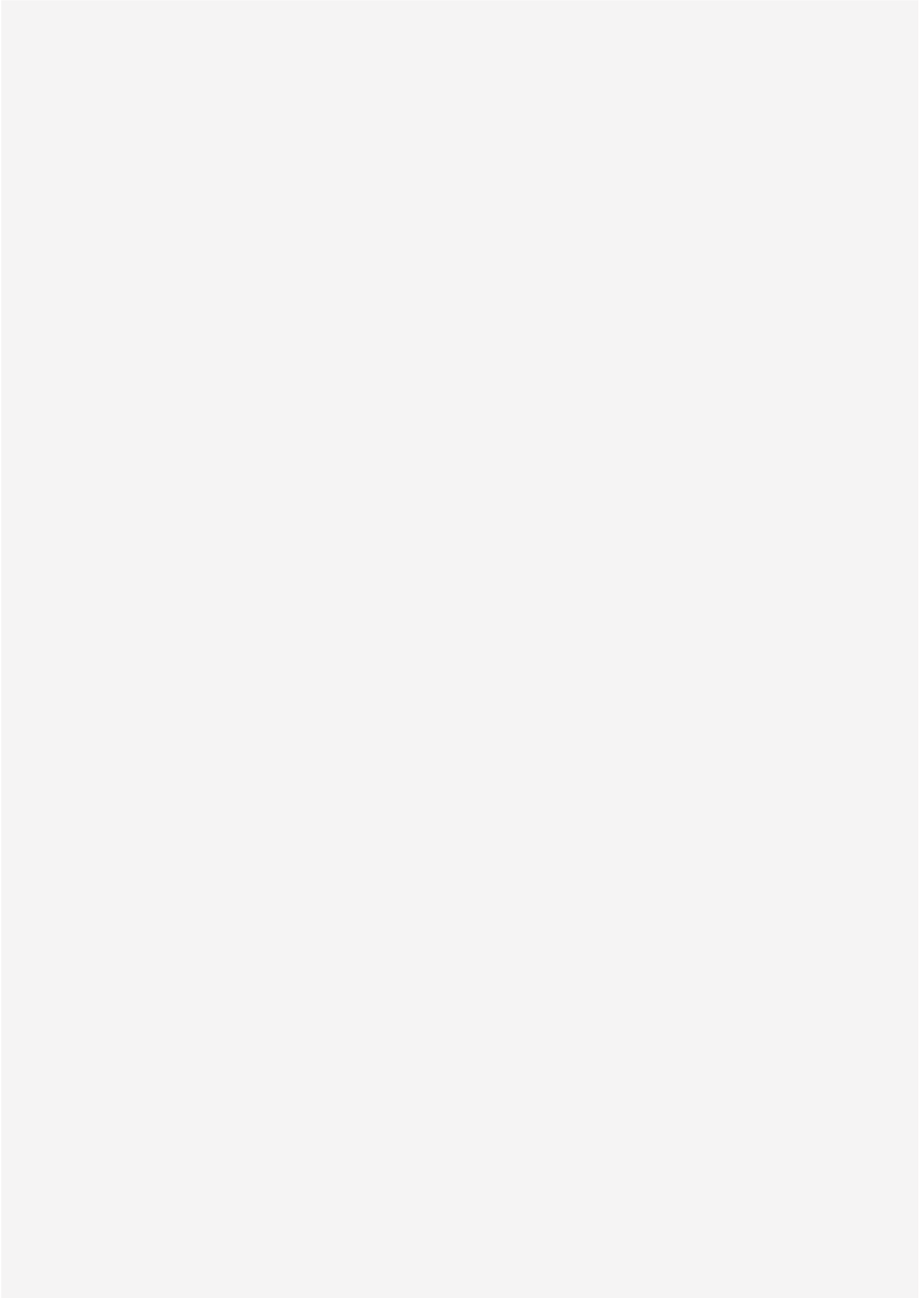
There are rules and regulations that pertain to every business. Once you determine what business you will begin, make sure you take time to check out the specific federal, state, and local regulations that pertain to your business.

- Check federal laws for beginning your business.
- Check your state's laws for beginning your business.
- Check your local laws for beginning your business.
- Using information from the research you've completed, make a list of all the business start-up requirements for your state. Add the requirements to the next few week's Making It Official Checklists. (Make sure to pace yourself along the way.)

### Notes:



*Additional Business Start-Up Notes:*



# MILESTONE 2

CHECKING OUT THE INDUSTRY



# CHECKING OUT THE INDUSTRY CHECKLIST

*Business Start-Up Tip: Now it's time to learn about the industry your business falls under. This is an important step in the business start-up process because it will give you an idea of what is happening in the industry and what is expected to happen in the near future. If there are other business sectors that impact your industry – take note and check to see how they are projected to do.*

To complete this section, check out what's going on in the industry that your business falls under. Find out as much as you can. How did it do last year? How is it expected to do in the near future?

When checking out the competition in the industry - focus on 2-3 of the top players in the game only. Get a general idea of what they are doing and take note. No need to dig too deep, you will check out your direct competition later. For now, you just want to know who the top players are and what sets them apart.

Completing this step will also assist you as you clarify your business idea and determine the specifics of your product/service (a.k.a. offering).

Use the extra spaces to add any additional tasks you would like to complete as you do your research.

- Determine the industry your business falls under.
- Research how your industry is doing. Answer the questions below:
  - How is the industry performing overall?
  - Is the industry on an upward, downward or flat trajectory?
  - How much revenue did the industry generate this year?
  - How much is the industry projected to bring in in the future?
  - Are there any economic, cultural or political factors that are expected to impact your industry?
  - If there are any factors that would influence your industry in a negative way (threats), how can you prepare in advance?
  - If there are any factors that would influence your industry in a positive way (opportunities), how can you take advantage of them in your business?
  - Take note of any trends that are big in your industry. Begin to brainstorm how you can capitalize on any trends in your business.

Notes:

