



SMALL BUSINESS STARTUP CHECKLIST

Your Quick Guide to Launching with Confidence

Business Planning

- ☐ Define your business idea
- ☐ Identify your target audience
- ☐ Research your competitors
- ☐ Write your mission statement
- ☐ Set your short- and long-term goals

Online Presence

- ☐ Launch your website
- ☐ Create a professional email address
- ☐ Complete your About and Contact pages
- ☐ Set up Google Business Profile (if applicable)
- ☐ Add your business to relevant online directories

Legal & Financial

- ☐ Choose and register your business name
- ☐ Apply for an EIN (if needed)
- ☐ Obtain required licenses and permits
- ☐ Open a business bank account
- ☐ Set up your bookkeeping system

Products & Services

- ☐ Finalize your products or services
- ☐ Set your pricing
- ☐ Create packages or offers
- ☐ Prepare marketing photos and content

Branding

- ☐ Design your logo
- ☐ Choose your brand colors and fonts
- ☐ Create your brand style guide
- ☐ Reserve your domain name
- ☐ Secure your social media usernames

Marketing

- ☐ Create a launch plan
- ☐ Build your social media profiles
- ☐ Start an email list
- ☐ Design business cards or digital marketing materials
- ☐ Announce your business launch

Ready to Grow?

Every successful business starts with one step. Check off each task as you build a strong foundation for your business.