

THE BUSINESS CHECKLIST NOBODY TOLD YOU ABOUT

A Free Resource by CEO Accelerator | Coaching Entrepreneurs Onward

Starting a business is about more than a logo or a social media post. Before you start marketing, make sure your foundation is solid. Use this checklist to build your business the right way—from the ground up.

- Register your business (LLC, S-Corp, or Sole Proprietorship).
- Get your EIN (Employer Identification Number).
- Open a business bank account to separate finances.
- Define your target audience (Who are you selling to?).
- Create your main offer or service package.
- Determine your pricing strategy.
- Build a brand identity (beyond your logo).
- Establish business systems (invoicing, scheduling, client onboarding).
- Create a simple marketing plan (social media, website, email).
- Track your progress and stay consistent!

■ **Pro Tip:** Your business deserves structure. When you set up the foundation first, the brand grows stronger and lasts longer. Want more free game? Stay connected at @justcallme_ceo or visit justcallmeceo.com.