

Checklist.

for Small Business Success



Develop a business plan

This should include your business goals, target market, competition analysis, financial projections, and marketing strategy.



Register your business

Determine your business structure and register your business with the appropriate state or local agency.



Create a website

Establish an online presence by creating a website that showcases your business and products/services.



Develop a marketing strategy

Determine the best ways to reach your target audience, whether it's through social media, print advertising, email marketing, or other channels.



Establish a social media presence

Create social media accounts for your business and regularly post updates and engage with your followers.



Develop a sales strategy

Determine how you will generate sales, whether it's through online sales, retail sales, or a combination of both.



Build a customer base

Develop a customer database and track customer interactions to build relationships and loyalty.



Manage finances

Establish a bookkeeping system, set a budget, and track expenses to ensure your business remains financially healthy.



Hire staff

Determine your staffing needs and hire employees as necessary.



Establish a customer service plan

Develop policies and procedures for addressing customer complaints and providing excellent customer service.