



STARTING A BUSINESS CHECKLIST

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A resource built to support aspiring entrepreneurs take the first steps in starting their own business.

1. VISION AND CLARITY

- Develop your business idea
- Conduct market research
- Create a simple business plan
- Create a clear vision (or goal) as to where you want to go

2. STRUCTURAL FOUNDATION

- Establish your team of trusted advisors: lawyer, accountant, bookkeeper, insurance broker
- Choose your business structure (i.e. Sole proprietor, corporation, etc)
- Request and reserve a business name: [Learn more](#)
- Register or incorporate
- Get required permits and licenses: [Learn more](#)
- Register with the CRA to file for a GST number
- Set up a business bank account
- Get Insurance for your business

3. SIMPLE SYSTEMS

- Establish a client/customer process
- Document a way to track your business finances
- Create a way to track tasks and projects related to the business

4. MARKETING

- Create company branding (logo, colours, fonts, etc)
- Setup email address and phone number (often times this is an add on with your website host)
- Buy a website domain under your registered name and create a landing page
- Create a google business page (if applicable)
- Create a go-to-market campaign
 - Create a LinkedIn page (if applicable)
 - Update your personal LinkedIn (if applicable)
 - Create an Instagram account (if applicable)
 - Create a TikTok account (if applicable)
 - Create a Facebook page (if applicable)
 - Create a Youtube channel (if applicable)
 - Reach out to people in your personal network that may be good referral sources