



STARTING A BUSINESS CHECKLIST

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- ☐ 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
- ☐ Start your business setup:
 - ☐ 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
- ☐ Find an accountant to work with
- ☐ Find a lawyer to work with
- ☐ Find a bookkeeper to work with
- ☐ Insurance (corporate and personal)
- ☐ Buy a website domain under your registered name
- ☐ Create company branding (logo, etc)
- ☐ Create a website landing page
- ☐ Setup email address (often times this is an add on with your website host)
- ☐ Review your business plan and vision
- ☐ Create a go-to-market campaign
- ☐ Create a LinkedIn page (if applicable)
- ☐ Update your personal LinkedIn
- ☐ 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
- ☐ Put in the hard work