# **🎭 CHECKLIST: Start Your Acting/Creative Sole Proprietorship**

## **🥇 PHASE 1: Foundation**

**1. Decide on Your Business Name**

* Use your own name (e.g., *Jane Smith*)
* Or choose a brand name (e.g., *Smith Creative*, *The Actor’s Toolbox*)

**2. File a DBA (“Doing Business As”)if needed**

* Only needed if using a name **other than your own**
* File with your county clerk or state business office
* Cost: ~$25–$75 depending on location

**3. Get an EIN from the IRS** *(recommended)*

* Apply free online: [irs.gov](https://www.irs.gov/businesses/small-businesses-self-employed/get-an-employer-identification-number)
* Use for taxes, business bank account, and privacy

**4. Open a Business Bank Account**

* Use your EIN and DBA (if applicable)
* Keeps finances separate and clean
* Optional: Get a business debit/credit card

**5. Set Up a Way to Get Paid**

* Options: Stripe, PayPal Business, Venmo Business, Bonsai, Calendly
* Adds professionalism to coaching, classes, or selling digital products

## **💵 PHASE 2: Money & Taxes**

**6. Start Tracking Income & Expenses** Options:

* Spreadsheet (ask for a template)
* Free tools: Wave, Bonsai, Notion

**7. Estimate Quarterly Taxes (Optional for Now)**

* Required if earning $1,000+ in profit per year
* Talk to a tax pro when income rises

**8. Save for Taxes (20–30%)**

* Use a tool like Qapital or a separate savings account
* Helps avoid surprise tax bills

## **🚀 PHASE 3: Presence & Prep**

**9. Create a Simple Website or Landing Page**

* Tools: Linktree, Carrd, Notion
* Include services, bio, and contact/booking info

**10. Define Your Offer(s)**

* What can you monetize now or soon?  
  + 1-on-1 coaching
  + Self-tape reviews
  + Digital products (eBooks, prompt packs)
  + Workshops or classes

**11. Brand Your Socials (Optional)**

* Claim usernames across IG, YouTube, TikTok
* Use consistent branding

**12. Monthly Review Habit**

* Track income & expenses
* Set 1–2 goals for growth each month

## **🧾 BONUS: Selling Products or Services**

**Sales Tax Permit (if needed)**

* Required for selling taxable goods/services (varies by state)

**Write a Basic Client Agreement**

* Especially for coaching/workshops
* Ask for help drafting if needed