

Business Launch

CHECK LIST

Don't Become Overwhelmed... Take a section and check off one item a day.. By doing this you are doing what we at The Learner Guides like to call "Eating the Elephant". This will help you make major accomplishments one step at a time and not become over extended...

BUSINESS PLANNING

- Create Business Plan Binder
- Write Your Mission Statement
- Choose a Name for Your Business
- Estimate Start-up Costs
- Research Your Target Market
- Research the Competition
- Choose What Products to Sell

PRODUCT DEVELOPMENT

- Organize Work Area/Office Space
- Order Necessary Supplies
- Make Sample Products
- Photograph Products
- Write Detailed Product Descriptions
- Create Packaging for Your Product
- Determine Pricing & Profit Margin

BUSINESS DEVELOPMENT

- Choose Your Legal Structure
- Register Your Business Name
- Apply for Necessary Permits/Licenses
- Apply for EIN#/Tax-Exempt ID
- Open a Business Checking Account

- Create a Stripe/PayPal Account
- Register Domain for your Website
- Create Social Media Accounts
- Setup Business Email
- Setup Accounting Software
- Create a System to Manage Orders

BRAND DEVELOPMENT

- Design Log/Hire Graphic Designer
- Create & Order Business Cards
- Launch Website/Hire Web Designer
- Post to Social Media Channels

MARKETING

- Create Marketing Plan
- Notify Friends/Family/etc.
- Join Networking Groups
- Create & Build Email Mailing List
- Determine Blog Posting Schedule

MISC.

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