

Business Startup Checklist



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1. Define the concept
 - a. Service or product
 - b. Target market
 - c. Pricing
 - d. Space requirements, location(s) desired
 - e. Staffing requirements
 - f. Business name (subject to change as you get more information)
2. Verify financial viability
 - a. Determine startup costs
 - b. Determine monthly costs
 - c. Determine startup funding requirements
 - d. Determine realistic revenue projections
 - e. Create a cash flow forecast for year one
 - f. Begin to build relationships with local business bankers
3. Research and buy urls's based on business name, target market, primary search words
 - a. Search on www.domaintools.com for availability
 - b. Buy on www.1and1.com or www.godaddy.com
 - c. Create email addresses for primary url, forward to personal account
 - d. Print temporary business cards (for credibility and networking)
4. Create a Marketing Plan
5. Create a Business Plan (look at sample plans on www.bplans.com)
6. Confirm availability of financing
7. Create entity and/or register with the County Clerk as a DBA. Consult professionals as needed.
8. Get a free EIN at www.irs.gov . Use this for the business instead of your Social Security number
9. Open a business banking account, fund the business
10. Implement an accounting system – QuickBooks and/or use a bookkeeper or CPA
11. Sign the lease if you are renting space
12. Sign up for telephone, internet, and other utility services in the business name
13. Procure business insurance – property, liability, workers compensation, E&O, interruption, etc.
14. Confirm milestone schedule – construction, equipment, inventory, training, grand opening, etc.
15. Begin marketing program
 - a. Develop a logo, print business cards and marketing materials
 - b. Develop and launch a website. The search engines will need 8 weeks to index the site
 - c. Launch social media as appropriate
 - d. Join chambers and associations as appropriate
 - e. Network as appropriate
 - f. Build CRM database – supporters, customers, referral sources, strategic partners
 - g. Begin targeted communication program
 - h. Plan grand opening
16. Soft opening – procedures, policies, testing, training employees, customer feedback, etc.
17. Grand opening event and celebration
18. Monitor results
 - a. Review P&L monthly
 - b. Review marketing programs monthly
 - c. Review cash flow projections monthly