



How to Start a Business Checklist

1. **Do market research.**
 - 1.1. Research using a variety of methods.
2. **Create a business plan.**
 - 2.1. Focus on potential investors.
 - 2.2. Write an executive summary.
3. **Secure financing.**
 - 3.1. Decide which type(s) of financing you need.
 - 3.2. Prepare the right documentation.
 - 3.3. Consider selling equity in your company.
4. **Create a legal entity.**
 - 4.1. Choose a legal structure.
 - 4.2. Register with the Secretary of State.
 - 4.3. Apply for an EIN.
5. **Find a location for your business.**
 - 5.1. Choose between leasing and purchasing a property.
 - 5.2. Decide what kind of space you need.
6. **Purchase insurance.**
 - 6.1. Find out which type of insurance you need.

7. Hire employees.

7.1. List what positions need to be filled.

7.2. Post job opportunities.

7.3. Review applications.

7.4. Schedule interviews.

7.5. Send out job offers.

8. Develop business relationships.

8.1. Network with key players.

8.2. Join your local chamber of commerce.

9. Brand and advertise.

9.1. Write an elevator pitch.

9.2. Create a brand identity.

9.3. Design a logo.

9.4. Build a website and social media accounts.