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## How to Start a Consulting Business Checklist

1. **Decide if a consulting business is right for you.** 
  - a. Determine your value proposition.
  - b. Define your niche.
  
2. **Define your target market.** 
  - a. Validate the need for your services.
  - b. Conduct market research.
  - c. Identify your ideal client.
  
3. **Form your business.** 
  - a. Pick a business name and register it with the state.
  - b. Choose a legal structure.
  - c. Create a business plan.
  - d. Obtain an EIN.
  - e. Open a business bank account.
  - f. Obtain insurance.
  - g. Apply for an operating license or permit.
  - h. Register for state taxes.
  - i. Create a consulting contract.
  
4. **Secure funding.** 
  - a. Calculate your startup costs.
  - b. Get a business credit card.

- c. Fund your business with personal savings or obtain funding.
  - d. Find a business partner.
- 5. Set your pricing.**
- a. Research your competitors.
  - b. Determine your fee strategy.
- 6. Hire employees.**
- a. Determine which employees you need (if any).
  - b. Create the ideal candidate persona.
  - c. Write a job posting.
  - d. Advertise your job posting.
- 7. Market your business.**
- a. Identify marketing techniques that suit your business.
  - b. Tell your friends and former colleagues about your business.
  - c. Start a website.
  - d. Use social media to your advantage.
- 8. Ask satisfied customers for referrals.**
- a. Create an email template.
  - b. Call your referral prospects.