



How to Start a Production Company Checklist

1. **Do market research.**
 - a. Survey consumers.
 - b. Research economic studies.
 - c. Study competitors.
 - d. Analyze the demographics of your target market.
 - e. Pass out samples.

2. **Refine your concept.**
 - a. Decide what you want to produce.
 - b. Describe your company in one sentence.
 - c. Gather feedback.

3. **Give your business a name.**
 - a. Decide on a name.
 - b. Check if it is available.
 - c. Trademark the name.

4. **Create a business plan.**
 - a. Executive summary.
 - b. Business description.
 - c. Market analysis.
 - d. Organization management.
 - e. Sales strategy.

- f. Financial projections.
- 5. Create a legal entity.**
- a. Choose a legal structure.
 - b. Register with your State.
 - c. Get an Employer Identification Number (EIN).
- 6. Secure financing.**
- a. Attract investors.
 - i. Sell equity in your business.
 - ii. Secure a private loan from friends and family.
 - b. Apply for a loan.
 - i. Meet with the lender.
 - ii. Fill out the application form.
 - iii. Provide collateral and your credit history.
 - iv. Sign a loan agreement after approval.
- 7. Purchase insurance.**
- a. Find out what type of insurance your business needs.
 - b. Find a provider or agent.
 - c. Purchase a policy.
- 8. Find office or retail space.**
- a. Determine if you really need a space.
 - b. Calculate costs.
 - i. Find out what your budget allows for.
 - ii. Total utilities.
 - iii. Total technology costs.
 - iv. Total rent and maintenance.

c. Shop around.

9. Hire employees or freelancers.

a. Write a job description.

b. Post on a job board.

c. Review applications and resumes.

d. Interview candidates.

e. Check references.

f. Send job offers.

g. Fill out the mandatory IRS forms.

10. Brand and advertise.

a. Craft your brand.

i. Write an elevator pitch.

ii. Find out who your customers are.

iii. Decide what kind of brand personality you want to have.

iv. Determine what you want people to associate your brand with.

b. Connect with customers through advertising.

i. Set up email marketing software.

ii. Set up SMS marketing software.

iii. Create social media accounts for your business.

c. Network.

i. Attend industry events.

ii. Join relevant guilds and societies.