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## How to Start an Online Business Checklist

1. **Do Market Research.** 
  - 1.1. Survey consumers.
  - 1.2. Research economic studies.
  - 1.3. Study competitors.
  - 1.4. Analyze the demographics of your target market.
2. **Refine Your Concept.** 
  - 2.1. Decide what you want to produce.
  - 2.2. Describe your company in one sentence.
  - 2.3. Gather feedback.
3. **Give Your Business a Name.** 
  - 3.1. Decide on a name.
  - 3.2. Check if it is available.
  - 3.3. Trademark the name.
4. **Create a Business Plan.** 
  - 4.1. Executive summary.
  - 4.2. Business description.
  - 4.3. Market analysis.
  - 4.4. Organization management.
  - 4.5. Sales strategy.
  - 4.6. Funding needs.
  - 4.7. Financial projections.
5. **Create a Legal Entity.**

- 5.1. Choose your legal structure.
- 5.2. Register with your State.
- 5.3. Get an Employer Identification Number (EIN).
- 6. Secure Financing.** 
  - 6.1. Attract investors. 
    - i. Sell equity in your business.
    - ii. Secure a private loan from friends or family.
  - 6.2. Apply for a loan. 
    - i. Meet with a lender.
    - ii. Fill out the application form.
    - iii. Provide collateral and your credit history.
    - iv. Sign a loan agreement after approval.
- 7. Purchase Insurance.** 
  - 7.1. Find out what type of insurance your business needs.
  - 7.2. Find a provider or agent.
  - 7.3. Purchase a policy.
- 8. Find Office/Retail Space.** 
  - 8.1. Determine if you really need a space.
  - 8.2. Calculate costs. 
    - i. Find out what's in your budget.
    - ii. Total utilities.
    - iii. Total technology costs.
    - iv. Total rent and maintenance.
  - 8.3. Shop around.
- 9. Hire Employees or Freelancers.** 
  - 9.1. Write a job description.
  - 9.2. Post on a job board.
  - 9.3. Review applications and resumes.

- 9.4. Interview candidates.
- 9.5. Check references.
- 9.6. Send a job offer.
- 9.7. Fill out the mandatory IRS forms.

**10. Brand and Advertise.**

- 10.1. 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.
- 10.2. 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.
- 10.3. Network. 
  - i. Attend industry events.
  - ii. Join relevant guilds and societies.