

## Business Start-Up Checklist

Starting a business can feel overwhelming, but having a clear checklist can make it easier. This guide is designed to help you take the essential steps toward launching a business, especially for busy moms and mission-driven entrepreneurs. Use this checklist as a roadmap to move forward with confidence, one step at a time.

### ◇ Planning & Research

- ☐ Define your business idea and target audience
- ☐ Research your market and competitors
- ☐ Decide on a business name and check domain availability
- ☐ Create a simple business plan or outline

### ◇ Legal & Setup Tasks

- ☐ Register your business with your state
- ☐ Apply for an EIN (Employer Identification Number) from the IRS
- ☐ Choose your business structure (LLC, Sole Proprietor, etc.)
- ☐ Open a business bank account
- ☐ Obtain necessary licenses or permits

### ◇ Financial Setup

- ☐ Set up bookkeeping software (ex: QuickBooks)
- ☐ Track your startup expenses
- ☐ Understand your basic tax responsibilities
- ☐ Create a simple startup budget
- ☐ Set aside savings for taxes and emergency expenses

### ◇ Marketing & Outreach

- ☐ Create a basic logo and brand style
- ☐ Set up your website or landing page
- ☐ Create social media profiles (Facebook, IG, LinkedIn, etc.)
- ☐ Tell your story – why you started your business
- ☐ Start networking online or locally