



BUSINESS START-UP CHEAT SHEET

Strategy

Choose product or business being offered

Name of business/brand

Choose business structure

Types of business structure

(If you register a DBA, you will need to Publish your business in the local paper. Your registered agent can have this completed or search your state's fictitious publishing companies)



Branding & Marketing

Brand Colors - Choose between 2-3 colors that will represent your business.

Simple meaning of colors

Design a Logo:

Canva | 99designs | Fiverr

Select a social media platform

Forbes top 5 SM platforms for business leaders

Build a website:

Webflow | Wix | Squarespace



REGISTERING YOUR BUSINESS

Chose a virtual address and/or Registered Agent

Apply for an EIN with the IRS

Register business structure with State (Scroll to section "Register with State Agencies" and select your state for their website)

Buy Domain Name (website name)

We Recommend:

Setup business email

"@businessname.com"

Privacy Protection included (protection of your personal data from spammers)

Purchase Google Workspace for a plethora of professional tools



FINANCES

Open Business Bank Account