

Getting started in business:

The quick start checklist

Getting started in business doesn't have a "one size fits all" and can look different for everyone. This checklist, however, covers the main steps every new business needs to take. The order you see here is roughly the order you want to go in.

**Please note, some links below contain affiliate links which means I can earn money but I only recommend based off what I love – not how much I could make. Read more about my disclaimer [here](#).*

1. Equipment you'll need:
 1. Computer (actual work)
 2. Smartphone (camera feature)
 3. Internet
 4. [Dubsado](#) (all-in-one business solution)
 5. [Trello](#) (project management)
 6. [1Password](#) (keep track of your logins)
 7. [MailChimp](#) (for email marketing)
 8. For more check out my [tools page](#)
2. Research your idea
3. Choose a business name
4. Decide on type of business ownership (most start out as a sole proprietor with business liability insurance)
5. Start writing out your business plan
6. Seek legal assistance (Nolo books, SCORE.org, lawyer)
7. Check with your local city/county for obtaining a business license, fictitious business name (D.B.A.), and any possible seller's permits
8. Get an [EIN](#)
9. Open up a separate business checking and savings account
10. Get an accounting program such as [QuickBooks](#)
11. Pick one main credit card that you'll use strictly for business purchases
12. Make note of your estimated tax payment due dates and set aside at least 30% of each paycheck in your new savings account
13. Figure out healthcare (check with your local area as options vary)
14. Sign up for [PayPal](#) and [Stripe](#) to receive credit card payments
15. Start creating your branding guidelines
16. Get a domain name ([Name.com](#) is a great place to shop)

17. Get web hosting ([SiteGround](#) is the best!)
18. Put up a landing page to tease your product or service and collect email addresses (use [MailChimp](#) for email marketing)
19. Create your business cards
20. Start sketching out your website using pen and paper or a whiteboard
21. Sign up for 1-2 social media sites where your audience is hanging out
22. [DIY](#) or [hire](#) web designer to bring your website sketch to life
23. Build up at least 5-10 blog posts before going live with your site
24. If you hire anyone and pay them more than \$600 you will need to give them a 1099 tax form
25. Learn about affiliate marketing as another stream of income

Through all of this, make sure you bring up your new venture in every conversation you have. Point people to your landing page/website (NOT your Facebook page or Instagram profile) so they can sign up to be on your list and discover what you have to offer.

All traffic needs to be pointed back to your website. You are only using social media and advertisements such as business cards to get the word out – everything needs to lead back to your website.

Looking for more?

Take a look at my [Hey Ed community](#) as it's the place to get all your business and tech questions answered on an ongoing basis.

Just start. Show up. Deliver. Engage.