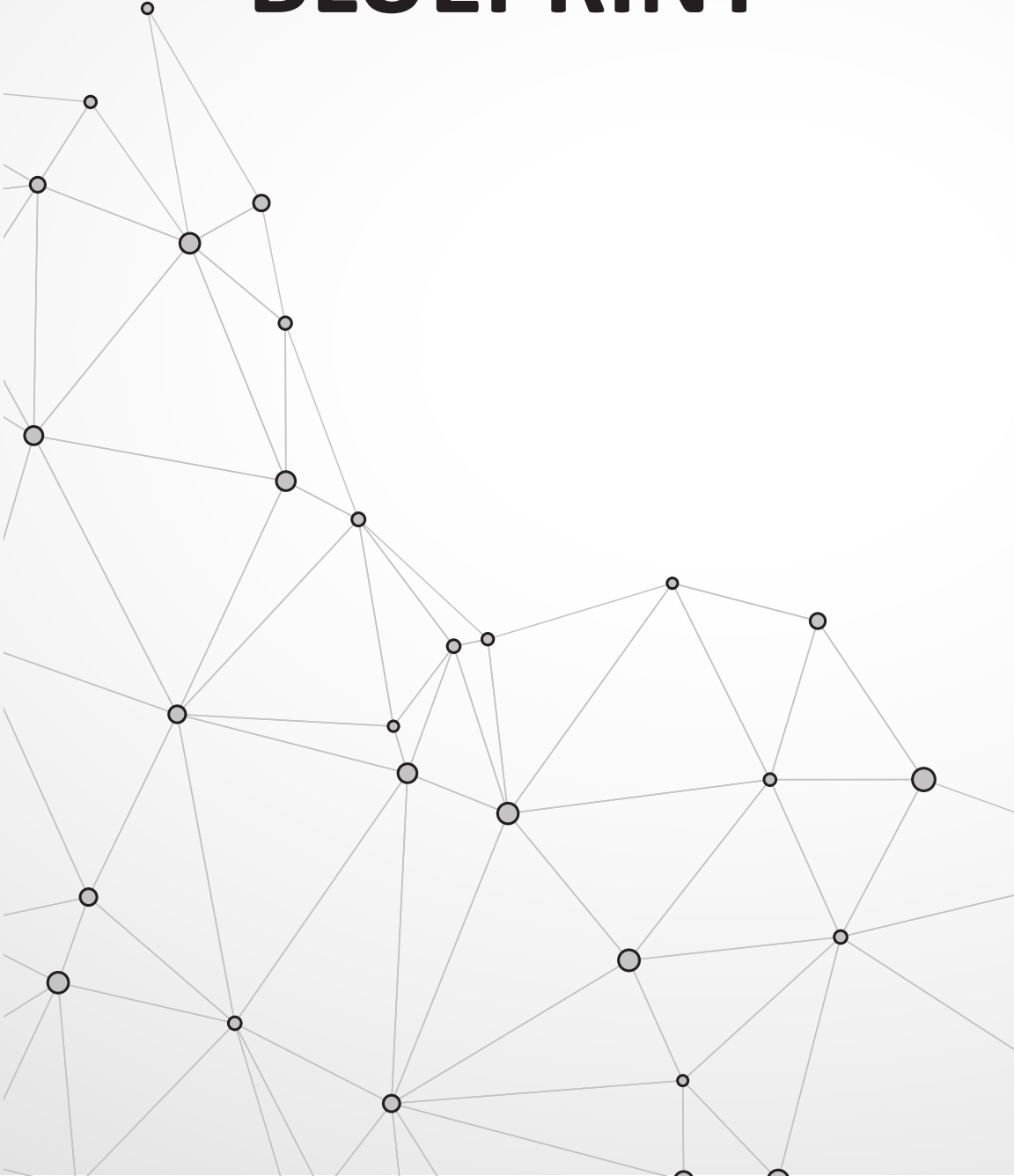


# BUSINESS START-UP BLUEPRINT



## STEP 1

# Choose a name for your business

- Tip I:** It is good to come up with at least 3-5 different names that you like. Then get feedback from family, friends, or people in your network.
- Tip II:** You will want to make sure that the name you choose is available.
- Tip III:** Try to make the name as short and easy to remember as possible.
- Tip IV:** Check the name by doing a “Name Search” on the Corporations Division website in the State that you live in.
- Tip V:** Do a Google Search under that name to see what comes up.  
(Research the name)
- Tip VI:** You will also need to check the name by doing a “Domain Name” search with any web hosting company such as Godaddy.com

## Create a Business Profile

- **Executive Summary of your business**
- **Register Business Domain Name**
- **Business Address**
- **Mailing Address**
- **Business Phone Number**
- **Business Email Address**
- **Register Business with all of the major directories**

# Incorporation your business

- Tip I:** You will need a registered agent anytime you incorporate a new business.
- Tip II:** Make sure once the business is incorporated you pay your annual fees on time.
- Tip III:** If you are a non-profit corporation you must complete the 501 C 3 IRS application.

### Entity Types:

- LLC
- C-Corp
- S-Corp
- Non-Profit

## STEP 4

### Apply for EIN Number

**Tip I:** Do forget to complete the IRS Form 2553 for S-Corps only

**Tip II:** Make sure to hire an accountant and set up quickbooks

**Tip III:** Make sure everything on the form is correct before submitting it to the IRS

## STEP 5

### Open a Business Checking Account

**Tip I:** Open up two business checking accounts, One Accounts Payable and Accounts Receivable.

**Tip II:** Open an account with a bank with no minimum balance requirement or monthly fees.

**Tip III:** Make sure the bank has excellent customer service, FDIC Insured, and good interest rates on their products.

## STEP 6

### Open a Brokerage & Savings Account for the Business

**Tip I:** It is highly recommend to set up a brokerage account to invest and save what you make.

**Tip II:** I recommend eTrade and TD Ameritrade

**Tip III:** Make sure to always consult with an advisor

## STEP 7

### Have a Logo designed for your business

**Tip I:** Your Logo should be defined by what you do or what your brand represents

**Tip II:** Choose your colours wisely. Research the meaning of the colours that your are choosing.

**Tip III:** Try to create something that everybody can relate to but still unique.

**Tip IV:** Make sure your audience will know what your brand stands for.

**Tip V:** Do internet research to find other brands that may be similar to your concept but not the same to use as an example for your designer.

### Set up a merchant account

- Tip I:** Determine where your customer will come from and if they will pay online or offline.
- Tip II:** Set up a PayPal and Stripe Account for your business to accept credit cards online
- Tip III:** Set up a shopping cart for your website such as woocommerce.
- Tip IV:** Make sure that you are getting the most competitive rate.
- Tip V:** Do internet research to find out what types of businesses the credit card processor accepts before signing up. Some merchant companies have a “Restricted” businesses list.

## Develop a Website, Landing Page, or Mobile App

**Tip I:** Make sure that you hire a skilled developer.

**Tip II:** Know exactly what you want and how you want your site before you begin.

**Tip III:** Make sure that your site colours match your logo.

**Tip IV:** I highly recommend hiring a content writer to develop your content for your new site.

**Tip V:** Do your research on at least 5-7 competitor website. Save them and then forward to your web developer before starting your project.



## DEVELOP CONTENT

- **Videos**
- **Infographics**
- **Website/Landing Pages**
- **eBooks**
- **Banner Ads**
- **Brochures**
- **PowerPoint**
- **Flyers**
- **Scripts**
- **Voiceovers**
- **Manuals**
- **Surveys**

## GRAPHIC DESIGNS

- **Design covers for all Social Media Outlets**
- **Design eBook Covers**
- **Design Banner Ads**
- **Create custom pictures for your website**
-

## STEP 10

### Set up All Social Media Accounts

- Tip I:** Set up a business page across all social media platforms such as FaceBook, Instagram, Twitter, etc...
- Tip II:** Hire a professional to manage all of your social media accounts if you do not have time.
- Tip III:** Place some Ad's on FaceBook and Instagram. It's cheap and real inexpensive.
- Tip IV:** Hire someone to design some Banner Ad's to use for advertising on social media & Google

## STEP 11

### Register Business with Dun & Bradstreet

- Tip I:** Make sure that your new business is in full compliance with all governmental agencies
- Tip II:** Make sure that all of your business information is correct.
- Tip III:** Set up business credit monitoring service for your business.
- Tip IV:** Set up an iUpdate account with D&B

## Retain Legal Shield or Private Business Attorney

- Tip I:** Hire a business attorney for your new venture.
- Tip II:** Protect your business plan and intellectual property.
- Tip III:** Have a non-compete non-disclosure agreement for potential investors to sign
- Tip IV:** Make sure you have all legal agreements needed specifically for your business type such as Terms and Conditions for your website, privacy policies, disclosures, etc...