

20 Step Checklist How To Start A Business



Julie Fairhurst



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Using a checklist to build a business offers numerous benefits, ensuring you stay organized, focused, and on track.

By using a checklist to build your business, you ensure a systematic, efficient, and thorough approach to launching your venture.

It's a practical tool that helps you stay organized, focused, and on the path to success. Ready to start your entrepreneurial journey?

Grab your checklist and get started!

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1

Identify Your Business Idea:

- Brainstorm and research potential business ideas
- Validate the idea with market research



2

Create a Business Plan:

- Outline your business goals and objectives
- Develop a strategy for achieving those goals



3

Conduct Market Research:

- Understand your target market
- Analyze competitors



4

Choose a Business Name:

- Select a unique and memorable name
- Check for domain name availability

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Register Your Business:

- Choose your business structure (e.g., sole proprietorship, LLC, corporation)
- Register with the appropriate government authorities

6

Get Necessary Licenses and Permits:

- Identify any required licenses and permits
- Apply for and obtain them

7

Open a Business Bank Account:

- Separate personal and business finances
- Open a dedicated business bank account

8

Set Up Accounting and Bookkeeping Systems:

- Choose accounting software
- Hire a bookkeeper or accountant if needed

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Create a Brand Identity:

- Design a logo and choose brand colors
- Develop brand guidelines

10

Build a Website:

- Purchase a domain name and hosting
- Design and launch a professional website

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Set Up Social Media Profiles:

- Create profiles on relevant social media platforms
- Develop a social media strategy

12

Develop a Marketing Plan:

- Outline your marketing goals and strategies
- Allocate a budget for marketing activities

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Network and Build Relationships:

- Attend industry events and networking functions
- Join professional organizations and online communities

14

Secure Funding:

- Explore different funding options (e.g., loans, investors, crowdfunding)
- Prepare a pitch for potential investors

15

Create a Product or Service Offering:

- Develop your product or service
- Test and refine based on feedback

16

Set Pricing:

- Research competitor pricing
- Determine a pricing strategy that covers costs and generates profit

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Set Up Business Operations:

- Establish processes for day-to-day operations
- Set up any necessary equipment or technology

18

Hire and Train Employees:

- Determine staffing needs
- Recruit, hire, and train employees

19

Develop Customer Service Policies:

- Create policies for handling customer inquiries and complaints
- Train staff on customer service best practices

20

Launch Your Business:

- Plan and execute a launch event or campaign
- Announce your business to the public and start selling

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Unlock Your Business Potential with Julie Fairhurst!

Are you an entrepreneur looking to take your business to the next level?

Do you dream of turning your passion into a thriving enterprise but don't know where to start?

It's time to hire a coach who can make your dreams a reality – and that coach is Julie Fairhurst!



Why Choose Julie Fairhurst as Your Business Coach?

Proven Expertise

- With over 34 years of experience in sales, marketing, and business development, Julie Fairhurst is a master of her craft.

Master Persuader

- Julie's unique skill set includes being a Master Persuader. She knows how to teach you the strategies and techniques to win over clients, close deals, and grow your business.

- Personalized Coaching
- Comprehensive Support
- Real-World Experience
- Inspiring Mentor
- Networking Opportunities

Access Julie's Digital Business Card Here

