

# {new} business checklist

## business plan

Pre-work: Determine the amount of money you want to earn after all expenses.

- Services
- Expenses
  - Rent
  - Utilities
  - Payroll
  - Equipment
  - Business Attorney, CPA, etc.
- Pricing
- Sales Goals

create  
your  
own Path

## financials

Set your new business up for financial success + make it EASY for customers to pay you!

- Business Account
- Accountant
- Take Payments: PayPal/ Venmo/ Credit Card Processor
- Incorporate (talk to accountant-when, why how.)
- Tax ID Number
- Financial Tracking System- Quickbooks, Excel, etc.

## marketing basics

Do customers know who you are, what you do and how to work with you?

- Business Name
- Website
- Social Media Channel {pick just one to start}
- Newsletter
- Business Cards