

# Business Quick Start Guide

Get a quick start in your business by planning ahead. If you ensure everything is in order before you begin to invest time and money you'll set yourself up for success. These tips can help get you started and keep your focus on the essentials you'll need to get your business off the ground.

## REFINE YOUR PRODUCT OR SERVICE

- ❑ Research your target audience so you can craft your product or service to meet their needs
- ❑ Consider how financially sustainable your business is and how you can make it grow
- ❑ Identify time savers so you can operate your administrative tasks efficiently and focus on sales

## WRITE YOUR BUSINESS PLAN

- ❑ Consider how you will fund your start-up in the short term and reinvest for the long term
- ❑ Decide whether or not you'll need to hire employees and if you can offer benefits
- ❑ Find a location to work from which can grow with your business over time
- ❑ Attend classes on starting your own business at local community centers or colleges

## DEVELOP YOUR BRAND

- ❑ Select a company name that distinguishes you from the competition and clearly communicates what your business does
- ❑ Create a logo or hire a professional to help you design a logo to help you stand out in a crowded market

## MAKE IT OFFICIAL

- ❑ Register your business name with your state, get your tax ID & file for any required permits
- ❑ Consider opening a business bank account and using book keeping software to help you keep track of your income and expenses
- ❑ Purchase a domain name so you can create a website when you're ready - Google Domains offers them for as little as \$12 per year

## CREATE MARKETING TOOLS

- ❑ Create and print business cards & informational handouts or hire a professional designer
- ❑ Print any signs, banners or other informational pieces you need for your business location
- ❑ Order quality branded uniforms, product labels or swag if needed
- ❑ Consider creating a monthly or quarterly newsletter to let your customers know when you offer new products or services

## NETWORKING IS KEY

- ❑ Get in touch with your local Chamber of Commerce or other local business associations to see how they can help you promote your business in your community
- ❑ Establish a social media profile and/or website for your business to help you connect to new and established customers
- ❑ Explore new ways to reach customers such as trade shows, farmer's markets or festivals

Are you ready to start a new chapter?  
Let us help you with branding you can be proud of.  
Visit us at [www.no29creative.com](http://www.no29creative.com) to find out more!



no29  
CREATIVE SERVICES