



FREE

The Ultimate *Business* *Launch* Checklist

Launching your business doesn't have to feel overwhelming—this guide will help you check off every step and get ready to open your doors today!

The Ultimate Business Launch Checklist

Write a business plan

- ☐ Executive summary
- ☐ Business description
- ☐ Market research & competitor analysis
- ☐ Financial projections
- ☐ Business structure & operating plan
- ☐ Goals, objectives, & KPIs

Estimate startup costs

- ☐ Create a startup budget
- ☐ One-time startup costs
- ☐ Overhead costs (office rent, utilities, etc.)
- ☐ Labor costs
- ☐ Create a dedicated startup savings account
- ☐ Research available grants, startup services, & other resources

Register your business

- ☐ Choose a structure (sole proprietorship, LLC, S-Corp, or C-Corp)
- ☐ Choose a business name
 - ☐ Claim a domain name
 - ☐ Claim relevant social media handles

Register your business

- ☐ Check state & local registration requirements
- ☐ Register trademarks

Open accounts & obtain permits

- ☐ Open a Business bank account
- ☐ Obtain an Employer Identification Number
- ☐ Get licenses & permits
 - ☐ Check local business licensing requirements
 - ☐ Obtain industry-specific permits (e.g. building permits, OSHA certifications, etc.)
 - ☐ Obtain a Sales Tax Permit, if necessary

Create a financial accounting system

- ☐ Hire a bookkeeper/accountant
OR
- ☐ Set up essential bookkeeping documents
 - ☐ Income statement
 - ☐ Balance sheet
 - ☐ Cash flow statement
 - ☐ Bills & invoices
 - ☐ Expense tracking
- ☐ Purchase accounting software (optional)
- ☐ Estimate your tax liability

Create a management system

- ☐ Create an organizational chart
- ☐ Purchase project management software
OR
- ☐ Set up essential management tools
 - ☐ Calendar & scheduling system
 - ☐ Budget tracker
 - ☐ Team management system
 - ☐ Short- & long-term goals and timelines
 - ☐ Choose & track KPIs

Launch branding & marketing

Determine brand guidelines

- ☐ Design or commission a logo
- ☐ Select a color palette
- ☐ Create a website
 - ☐ About Us page
 - ☐ Contact information
 - ☐ Site menu/navigation bar
 - ☐ Core services & pricing
 - ☐ Online ordering
 - ☐ Customer testimonials
 - ☐ Company blog
- ☐ Set up relevant social media accounts
- ☐ Print business cards



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