# Starting a New Business - 17 Point Checklist

Congratulations: You've made the decision to start a new business. Now you need to launch and manage your new business! There are a number of tasks that must be done before you actually open your doors, and other tasks that are ongoing. Here is a checklist of 17 essential must-dos to get your new business off to a good start.



## Get Started

- [ ] Name your business
- [ ] Register the name to protect your brand and name
- [ ] Write a business plan - see https://www.checkli.com/checklists/marvinrussell/how-to-write-a-business-plan-a-free-checklist-and-table-of-contents-template-1
- [ ] Pick your location: online, brick and mortar, multiple locations
- [ ] Apply for needed licenses and permits
- [ ] Open a business bank account
- [ ] Develop a marketing plan: website, social media, advertising, logos, business cards
- [ ] Choose software and tools to help manage your business: accounting, social media, email, data storage
- [ ] Choose an accountant or attorney
- [ ] Hire team: recruit and train employees, consultants or freelancers
- [ ] Protect your hard and digital assets: https://www.checkli.com/checklists/anthonycaliendo/digital-asset-protection-a-checklist-for-small-business-owners-1

## Federal Taxes

- [ ] Apply for an Employer Identification Number (EIN) if applicable -
- [ ] Select a business structure: Sole Proprietorship, Partnership, Corporation, S Corporation, Limited Liability Company (LLC)
- [ ] Choose a tax year: Calendar year - 12 consecutive months beginning January 1 and ending December 31. Fiscal year - 12 consecutive months ending on the last day of any month except December.
- [ ] Have employees fill out Form I-9 (PDF) and Form W-4 Pay your business taxes
- [ ] Pay any required business taxes: Income Tax, Estimated Taxes, Self-Employment Tax, Employment Taxes, Excise Tax

## State Taxes

- [ ] Visit your state's website for information on doing business in the state, taxation, links for employers, etc

**Checkout more of my resources, tips and checklists for small business owners: http://www.thesalesassassin.com**

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