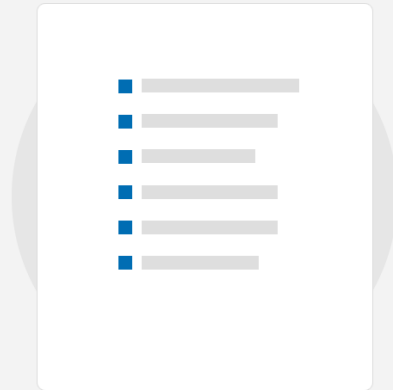


75 Startup Secrets

Many people who have always wanted to start their own business never do, simply because they're overwhelmed by the process and unsure of what specifically is involved. With a to-do list that includes everything from writing a business plan to coming up with a name to hiring employees, startup can seem daunting.



A solid plan can help you start off strong and stay that way.

- ☐ 1- Before putting pen to paper, research resources and tools that can help.
- ☐ 2- Back up your concepts with numbers.
- ☐ 3- Be realistic when making projections.
- ☐ 4- At minimum, include monthly cash-flow projections for the first year.
- ☐ 5- Pay special attention to marketing.
- ☐ 6- Don't assume.
- ☐ 7- Find the perfect match.
- ☐ 8- Identify different segments.
- ☐ 9- Use free market-research tools.
- ☐ 10- Service, service, service.
- ☐ 11- Think marketing.
- ☐ 12- Scan the competition.
- ☐ 13- Get brainstorming.
- ☐ 14- Check for negative connotations.

- ☐ 15- Check for trademarks.
- ☐ 16- Consider your appetite for liability.
- ☐ 17- Consider access to capital.
- ☐ 18- Think about your tolerance for paperwork.
- ☐ 19- Know the tax implications.
- ☐ 20-Think ahead.
- ☐ 21- Account for it.
- ☐ 22- Bundle up.
- ☐ 23-Narrow them down.
- ☐ 24-Build a relationship.
- ☐ 25-Consider self-financing.
- ☐ 26-Try stakeholder financing.
- ☐ 27- Look to friends and family.
- ☐ 28- Look to suppliers.
- ☐ 29- Include your landlord in your financing plans.
- ☐ 30-Wait until you have some operating history before you approach banks.
- ☐ 31- Know your market.
- ☐ 32-Gather some data.
- ☐ 33-Think like the competition.
- ☐ 34- Take to the streets.
- ☐ 35-Ask questions.
- ☐ 36-Start with a network.
- ☐ 37-Get dedicated internet access.
- ☐ 38-Get anti-virus protection.
- ☐ 39- Back it up.
- ☐ 40-Don't buy your computers piecemeal.
- ☐ 41-Buy printers that meet your needs.
- ☐ 42-Know when to get outside help.
- ☐ 43-Plan for the future.
- ☐ 44-Ask an expert.
- ☐ 45-Think about the kinds of risks you'll be exposed to, such as property loss.
- ☐ 46-Carefully consider your liability.
- ☐ 47-Shop around.

- ☐ 48-Don't become complacent, even if you have insurance.
- ☐ 49-Stay alert for new threats or possibilities you may not have considered.
- ☐ 50-Do the paperwork.
- ☐ 51-Know what you're looking for.
- ☐ 52-Deepen your talent pool.
- ☐ 53-Know how to interview people.
- ☐ 54-Orient and motivate.
- ☐ 55-Give them a reason to believe.
- ☐ 56-Articulate the message.
- ☐ 57-Choose the message before the medium.
- ☐ 58-Testing, testing.
- ☐ 59-Plan for the long term.
- ☐ 60-Know yourself.
- ☐ 61-Celebrate the "nos."
- ☐ 62-Find out why.
- ☐ 63-Plan for cycles.
- ☐ 64-Educate the customer.
- ☐ 65-Educate the customer.
- ☐ 66-Do a cash-flow projection.
- ☐ 67-Open a checking account for your business.
- ☐ 68-Seek professional assistance.
- ☐ 69-Start a relationship with a bank, even if you don't yet need or want a loan.
- ☐ 70-If you plan to sell your business someday, take extra care to keep good records.

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