**Business Start-up Checklist**

The Business Plan

* Do in-depth market research analysis
* Make a list of all the trends, forecasts, opportunities, risks, competitors
* Write a one page summary of your business plan
* Write a detailed business plan
* Choose your online business name
* Register your online business
* Prepare a monthly and annual budget
* Find investors and consult with your bank about funding

Getting started

* Get the required business licenses and permits
* Choose a legal form for your business
* Form a legal entity
* Acquire an Employer Identification Number
* Open a business bank account for your online business
* Find a financial advisor
* Apply for business insurance
* Find a lawyer
* Find an accountant
* Find a tax advisor
* Register trademark, copyrights, logos, patents, etc.
* Find office equipment supplies
* Get high speed internet connection

Setting Up

* Choose your accounting software
* Compile a sales and marketing plan
* Create a customer service policy
* Register domain name for your website
* Hire or outsource IT services
* Post available jobs
* Find a web hosting company
* Create a website
* Make a site map for content and functionality.
* Find a web designer
* Find a graphic designer

Final Steps

* Find an SEO company to increase your presence
* Create marketing material
* Write and distribute a press release announcing your new online business