**New Business Owner Checklist**

**Define the USP**

* Define what your unique selling point is.
* Define how you differ from the competition.
* Define what and how you do better than the competition.

**Find a Mentor**

* Go find someone who can guide you along the way.

**Create a Business Plan**

* Create an executive summary.
* Provide a company description.
* Perform market analysis.
* Describe the company, organization, and management structure.
* Provide all relevant details about marketing and sales.
* Provide details about funding requests as well as financial projections.

**Web Domains, Trademarks, & More**

* Buy a web domain and make sure that it will be search engine friendly.
* If need be, trademark your business.

**The Business Structure**

* Do some research in regard to sole proprietorships, partnerships, limited liability companies and corporations.
* Choose the business or legal structure that suits you best.

**A Business Bank Account & Finances**

* You don't want to use your personal bank account for business purposes, so start a new business bank account.
* Make sure to get business insurance in case anything goes wrong.
* Register with the tax office and have all of your relevant financial information ready.
* List all of the items that could be tax deductible expenses for your company.

**Social Networks & Promotion**

* Create as many high quality social media profiles as you can.
* Start with LinkedIn, Facebook and Twitter.
* Ask as many sources as possible to promote you online.

**Employees, Hardware, and Software**

* If you require employees, determine how many you will need and exactly what they will be doing.
* Determine exactly what kind of physical hardware you will need to run your online business.
* Determine what the best applications and pieces of security software are to run your business.