

# HOME BUSINESS START-UP CHECKLIST

## Business

- Who is your target market?
- What products or services will you be offering?
- Who is your main competition?
- What is your value proposition?
- How will you deliver your products or services?
- What will you name your business?

## Administration

- Where will you work? Determine where your office space will be.
- Purchase or set up your office equipment and supplies (eg, desk and good chair, computer, printer, phone line, software, basic supplies, etc.)
- Set up a separate business address for correspondence.
- Set up a separate business email address.
- What kind of legal entity will you create? Complete the legal requirements and registration. Identify a lawyer or accountant to help you.
- Obtain an Employee Identification Number (EIN). If you are a sole proprietor, this may be your social security number.
- Register your name and buy the matching domain name.
- Purchase web hosting, if you are going to have a website.
- Order business cards.

## Home Business Start-Up Checklist (continued)

### Finances

- Set up a separate banking account for your business. Obtain a separate business credit card.
- Determine how you will pay and get paid. Set up the systems you will use (eg, Paypal and/or credit cards).
- Set up a system for tracking your finances.
- Prepare an initial budget and financial forecast.
- Set your initial business and financial goals.

### Support

- Identify relevant industry websites and forums. Start networking.
- Identify and join a mastermind group.
- Decide which training you will use, if needed. Get started.
- Find people who can perform the tasks you will not be doing yourself. (e.g., website design and development, accounting).

### Promotion

- Create your marketing plan and calendar.
- Create an action plan with deadlines.

**Take a deep breath and get started!!**

**Come and get resources, support and action moving forward in your home business at <http://boahb.com/>**