



help@drpamrussell.com

Dr. Pam Russell, LLC.

752 Blanding Blvd. #131 - Orange Park, FL 32065

904-830-0737 Phone • 904-272-5603 Fax

www.drpamrussell.com

Business Start-Up Checklist

Task	Notes	Done
WHY START A BUSINESS?		
Are you doing this for money or for lifestyle?		
What are your short and long---term aims?		
What does success mean/look like to you?		
Do you have a business advisor?		
IS IT FOR YOU		
Are you the right type of person?		
Is this the right time?		
Do you have the necessary skills?		
Do you have a support network?		
Do you understand the reality? (Loneliness, stress, financial risk? etc)		
WHAT TYPE OF BUSINESS?		
What is your vision/mission?		
Which market sector are you in?		
MARKET RESEARCH		
What products/services are you offering?		
How much are you going to charge?		
Who are your customers		
Who is your competition?		
BUSINESS PLANNING		
Do you have a written business plan?		
Do you have a business adviser?		
BUSINESS SET UP		
Which legal structure is right for you?		
Have you established your business name?		
--- Checked similar/same names?		
--- Website URL?		
Any legal or licensing requirements?		
Have you opened a bank account?		
Do you have a mentor?		
Do you have an elevator Pitch		
Have you ordered your stationery?		
Do you have mobile and/or land phones?		

LOCATION
Are you going to work from home?
Should you lease/buy business premises

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FINANCE & FUNDING
How much do you need to start and to survive the early stages?
Have you created a cashflow forecast?
What funding sources are open to you?

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ACCOUNTANCY & TAX
Should you use an accountant?
Do you have a profit & loss forecast?
Have you a bookkeeping system in place?

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SALES & MARKETING
Have you created a marketing plan?
Have you finalized branding, design, print?
How are you going to advertise?
Are you ready to become a salesperson?
Are you business networking?
Have you joined business organisations?
Have you joined professional institutes?
What PR have you planned?

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Web & Social Media
Do you have a website?
What online marketing have you planned?
What SEO do you have in place?

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Social Media
Facebook?, Twitter?, LinkedIn?
Pinterest?, YouTube?, Google +?
Which social media tools are you using? Why?

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EMPLOYING PEOPLE
Do you need to employ staff?
How do you find the right people?
What are your legal responsibilities?
Payroll system in place?
Have you considered outsourcing?

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