

# New Business Checklist

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- ◇Generate an idea.
- ◇Develop the idea.
- ◇Research and start a business plan.
- ◇Determine your target market. Not everyone will be your target customer. Find a niche.
- ◇Come up with a financial model.
- ◇Come up with a sales and marketing plan. w.
- ◇Come up with a growth plan.
- ◇Decide on a legal structure for your business.
- ◇Determine what you need to start.
- ◇Seek resources and aid.
- ◇Scout for potential clients.
- ◇Register your business name.
- ◇Get a tax ID. Don't forget about your tax responsibilities.
- ◇File for state and local taxes. Don't neglect this financial step.
- ◇Obtain any necessary permits or licenses.
- ◇Establish a unique brand.
- ◇Establish key vendors and partners.
- ◇Launch a website.
- ◇Outline and begin a digital marketing campaign.
- ◇Tweak your operations to become more efficient.
- ◇Evaluate your progress thus far, and adjust your business plan.

