



Draw In Customers Business Coaching

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Small Business Startup Checklist

The 1 month plan is to (in no particular order):

- ☐ Create a **name** for your business. Make it memorable and have it explain what you do. Clever is good, clear is better. Keep in mind SEO with your company name as well. Utilize the web to make sure your company will not be confused with other companies.
- ☐ Get a website **domain name**.
- ☐ Get a **logo**. From your graphic designer friend, from [fiverr.com](https://www.fiverr.com) or some other means. I would avoid clipart, though it may work as a placeholder if you need one.
- ☐ Create an **LLC**. In Wisconsin, they are brutally simple to obtain. Use [this site](https://www.wisconsin.gov), it is through the state of Wisconsin Department of Financial Institutions. Do not pay a lawyer. Remember you can always switch to an S Corporation. Use your company name without the LLC as Doing Business As (DBA) in all of your public marketing.
- ☐ Create a **website**.
- ☐ Get an **email address**. something@yourwebsite.com is preferred. No gmail, hotmail, AOL, etc.
- ☐ Get a **business specific phone number**. Cell phone, Google Voice number, anything. Just make it different than your personal number.
- ☐ Get an **EIN number**. This is like the social security number for your business. No lawyer needed, just a [simple online form](https://www.irs.gov).
- ☐ Create a **Wisconsin state Tax ID** number. No lawyer needed, just a [simple online form](https://www.irs.gov).
- ☐ Get a **savings and checking** account for your business.
- ☐ Get **business cards**.
- ☐ Create a **written partnership agreement (if a partnership)**. You can find basic ones online, though consulting with an attorney is suggested. This should cover all of the if/then scenarios you can think of. Such as IF one of you wants out THEN this is how they get out and what money (if any) changes hands. Keep in mind this is easy now. When your business is 40 people and has revenues of \$4 million things can get hairy. Make sure this agreement covers future growth. It should also cover divorce, death, disability and inability to perform from either party. Basically you get this document put together now so you have the ground rules to play nice and fair together.
- ☐ This should be #1, get the **OK of your spouse(s)**. Get their feedback. Let them know this is something important to you. You want their excitement, advice and help. You can do it without, though it makes relationships a little tougher. Ask me how I know...
- ☐ Create a **business plan**. It does not have to be some 80 page dissertation. Just a simple layout of what you will do and how you will make money doing it.
- ☐ Get your **social media** buzzing. Youtube channel, Facebook page for your business, LinkedIn page for your business, Twitter account, etc. Content can come later, you just need the channels to place that content set up so you have them ready.
- ☐ Talk **money**. Who puts in what and when and who has control over the money. Add this to your operating agreement (may or may not be a separate document). Also discuss pricing for your services and/or products.

- ❑ **Celebrate** your creation. Seriously. Go out to dinner with your families and take a couple hours to bask in what you have done. Then get back to work.
- ❑ **Hire your people.** If you need employees, the time to find them is before you actually need them. Good people are hard to find.
- ❑ Buy a copy of **The BOLD Business Book** on Amazon: <http://amzn.to/2ztN8LW>

All of this combined should only take a few days full-time, or a couple weeks picking at it for a few hours at a time.

If at any point you are feeling jittery or not like this is a good move, say something now. Nobody wants to hear, "I never wanted to do this!" after a business is heading south. You need to be fully committed. Commitment will make you successful. Because with that commitment you will take action. Actions get results. No action, no results.

Understand that in business, emotions need to take a back seat. Just like Tom Hanks said in *A League of Their Own* that there was no crying in baseball, there is no crying in business. Be prepared for that.

The 6 month plan is to (in no particular order):

- ❑ Get **what you sell ready** to sell. You can now get that stuff going. This part will take some time and will never truly be finished. Like any career you will keep refining and polishing and adding and subtracting and, well, you get the point. Trademark if needed.
- ❑ **Get a place** to do your work, make your product and/or sell and distribute your stuff.
- ❑ **Tell your world.** Friends, family, coworkers, acquaintances, mail person, checkout clerk. Everyone you come into contact with should be told about your venture. You do not know who knows who. The main lead generators for you could come from your plumber.
- ❑ **Don't fall too deep in love** with your business. If you realize this is not a viable business, be prepared to walk away and start something new. Remember the [Snuggle House](#) or typewriter repair or Yellow Pages? At some point you may realize things did not go as well planned. Likely not, but be aware when you need to pivot. Maybe the next generation will be smart, work hard, have great manners and get along with everyone with no issues.
- ❑ **Define what your goals are.** Where do you want to be in 1 year? 3 years? What is your exit strategy for your business?
- ❑ **Get systems** in place for smooth operations.
- ❑ **Start selling.** Find your market and hit it. Sell, sell, sell.
- ❑ **Get a mentor,** coach, accountability partner or sounding board. Someone or a group of people you trust to help guide you to where you need/want to be.
- ❑ **Celebrate** your creation. Seriously. Go out to dinner with your families and take a couple hours to bask in what you have done. Then get back to work.

If you have any questions regarding your business, please feel free to reach out to me.

Thanks!

James Kademan
Business Coach to the Stars



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Links

Fiverr: <http://fiverr.com/>

WI LLC Creation: <https://www.wdfi.org/apps/CorpFormation/directions.aspx?type=12>

Federal EIN:

<https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>

WI Tax ID: <https://www.revenue.wi.gov/businesses/>

The BOLD Business Book: <http://amzn.to/2ztN8LW>