

START A BUSINESS

CHECKLIST

THE ULTIMATE LIST OF KEY STEPS YOU NEED TO TAKE
TO GET YOUR ONLINE BUSINESS OFF THE GROUND



Hello, I'm Anita

Thank you for downloading this checklist!

Hi, I'm Anita, a Chartered Accountant, money nerd and spreadsheet geek. I'm on a mission to demystify the jargon-filled world of business & finance. Back in 2018, I started my blog (www.goselfemployed.co) to provide clear, straightforward and – most importantly – accurate information about managing your finances when you're self-employed.

What started out as a few blog posts about self-employment tax and expenses has grown into a knowledge base complete with how-to guides and tips to help you learn about setting up a business & managing your finances.

I know how overwhelming starting a business can be, so to help make things easier for you I've put together this checklist that you can refer to while you get your new venture off the ground. The checklist contains many of the major steps you need to take to get your business up and running so use it to keep on track and avoid that nagging feeling that you've missed a step!



Disclaimer: Whilst I am an accountant, I'm not your accountant. The information in this guide is legally correct but it is for guidance and information purposes only. Everyone's situation is different and unique so you'll need to use your own best judgement when applying the advice that I give to your own situation. If you are unsure or have a question be sure to contact a qualified professional. Posts may contain affiliate links. This means I may receive a small commission, at no additional cost to you, if you click and decide to make a purchase.

Start a Business

Checklist

Contains affiliate links

Planning

- Decide which products/services you will sell
- Identify your target audience
- Research pricing
- Understand your costs
- Calculate your [start up costs](#)
- Choose which platforms you'll use for selling & how customers will pay you
- Check your idea is profitable
- [Name](#) your business
- Write your business plan
- Set realistic [goals](#)
- Decide where you'll work and when

Legal & Financial

- Apply for relevant licences, legal contracts & trademarks
- Choose your [business structure](#)
- Take out [insurance](#)
- Open a business bank account, paypal & stripe accounts
- Set up your [accounting system](#)
- Create a business budget

Branding & Marketing

- Develop tag line & business description
- Create business branding & logo
- Set up email
- Set up social media profiles
- Buy domain & create [website](#)
- Set up [email marketing](#)
- Create social media marketing plan

Create Digital Products

- Create lead magnet
- Create digital products & courses
- Create images
- Craft descriptions that are optimised for search engines
- Upload products to third party platforms
- Start Selling!

Helpful Small Business Tools :

Financial

Business banking - [Wise](#)

Bookkeeping & invoicing - [Xero](#)

Collecting Online Payments - [Stripe](#) & [Paypal](#)

Marketing

Social media scheduling - [Planoly](#)

Email marketing - [Mailerlite](#)

Design tool - [Canva](#)

Sales

Lead generation, websites & landing pages - [Lead pages](#)

Online course creation - [Teachable](#)

Sell digital products & ebooks - [Sendowl](#)

Admin & Productivity

Productivity, project management - [Click Up](#)

Hiring freelancers - [Fiverr](#)

Wordpress & hosting - [Bigscotts](#)

Spell checking - [Grammarly](#)

Email, docs & sheets - [G suite](#)

Website templates - [Generatepress](#)