



Start your business with *Grace & Grit*

A CHECKLIST ON HOW TO START

Starting a business can be an exciting, yet challenging endeavor! It takes an extreme amount of hard work and dedication to get it up and running, but the rewards can be extremely fulfilling! When embarking on a new business venture, it's important to remember that it's not just about the money, it's about building your legacy! If you have a dream in your heart and the grit to overcome, then this is for you! Below you'll find a list of things we had to do when we started our business in 2020!

Proceed with *Grace*

Come up with a business plan	<input type="checkbox"/> Executive summary <input type="checkbox"/> Financial plan and projections <input type="checkbox"/> Market and sales
Research the market and competition	<input type="checkbox"/> Competition analysis <input type="checkbox"/> Define your client avatar <input type="checkbox"/> Research: Distribution and Advertising
Develop a strong business plan	<input type="checkbox"/> Create a mission and vision statement <input type="checkbox"/> A clear strategy with action steps <input type="checkbox"/> Your Product/Service + their advantages
Register your business	<input type="checkbox"/> Business name <input type="checkbox"/> Federal Tax ID + Trademarks <input type="checkbox"/> Register with your state
Get the necessary licenses and permits	<input type="checkbox"/> Form your business entity <input type="checkbox"/> Apply for your Employer Tax ID Number <input type="checkbox"/> Apply for a business license
Open a business bank account	<input type="checkbox"/> EIN (Employer Identification Number) or SSN <input type="checkbox"/> All business formation documents <input type="checkbox"/> Owner agreements + Business License
Set up an online presence on the correct platform	<input type="checkbox"/> Build a professional website <input type="checkbox"/> Drive traffic to your business with SEO <input type="checkbox"/> Engage + target potential customers

