BizKitGo!
Bold Ideas, Ready to Launch

New Business Launch Checklist

📋Legal & Administrative Setup

- ☐ Apply for an **Employer Identification Number** **(EIN)** from the IRS (free, online).
- ☐ Decide on your **business structure** (LLC, S-Corp, Sole Proprietor, Partnership) and file accordingly.
- ☐ Register your business name with your state & check for trademark conflicts.
- ☐ Apply for any required **licenses or permits** for your industry or state.

💰Finances & Taxes

- ☐ Open a **business bank account** to keep business & personal money separate.
- ☐ If applicable, apply for a **business credit card** or line of credit (this can help build business credit).
- ☐ Set up a simple **bookkeeping system** (you can use software like QuickBooks, Wave, or a spreadsheet).
- ☐ Learn about and schedule **estimated state and/or federal quarterly tax payments** to avoid penalties.
- ☐ Explore business **insurance** (liability, professional, or property as needed).

🎨Brand Development & Marketing Basics

- ☐ Decide on your **brand look and feel** (colors, fonts, logo, imagery). Take the BizKitGo Look and Feel assessment to help you decide.
- ☐ Secure your **domain name** and set up a simple website. Web Copy can be found in our Total Client Experience offering.
- ☐ Create consistent **social media handles** across platforms. BizKitGo offers 30-days of social media content in the Visual Branding Essentials.
- ☐ Create a **logo**. Secure a professional designer, try BizKitGo visual branding, or choose a high-quality DIY option.
- ☐ Develop **brand messaging** and a one-sentence **value proposition**. Tagline, elevator pitch, key messages, and "I help ___ do ___ so they can ___."
- ☐ Create a **brand guidelines** document. Ensure consistency across all materials. BizKitGo offers brand guidelines for 6 different looks and feels.

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🛠️Systems & Operations

- ☐ Set up a dedicated **business email address** that is not your personal email.
- ☐ Choose **productivity tools** (e.g., scheduling system, project management, file storage).
- ☐ Draft simple **client agreements/contracts**. There is an agreement included in the BizKitGo Total Client Experience system.
- ☐ Outline your **core offerings/services** and set pricing.

✅Future-Proofing

- ☐ Map out your **client experience** (from first contact through to completion). All aspects of this are built for you in the Total Client Experience system.
- ☐ Identify your **support team** (e.g., accountant, attorney, mentor, or coach).
- ☐ Keep track of key dates: tax filings, annual reports, license renewals.
- ☐ Systematize early what you can without growing too quickly.

📞 Resources & Support

Government Resources	One-on-One Guidance
• **SBA.gov** - Small Business Administration guidance and loans • **IRS.gov** - Tax information and EIN application • **USPTO.gov** - Trademark and patent information	If you would like personal support as you bring your ideas to life, BizKitGo has a team of certified coaches and experienced entrepreneurs who offer **one-on-one coaching**. Contact us!

🎯 Final Tips for Success

Start Before You Feel Ready - Perfection slows progress. Take the first steps, then refine as you go.

Build Your Support Network - Surround yourself with other entrepreneurs, mentors, or a coach — community makes the journey easier.

Keep Learning and Adapting - Business environments change quickly; invest time each month to learn, review, and adjust your approach.

Remember: This checklist is a guide, not a rigid rulebook. Every business is unique, so adapt these steps to fit your specific situation and industry requirements. Consider consulting with professionals for legal, financial, and strategic advice tailored to your circumstances. **Good luck on your journey!**

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