

# **NEW BUSINESS CHECKLIST**

The First 5 Steps to Starting a  
Profitable Business



## EDITOR'S NOTE



**S**o you've decided to start a business. First of all: *congratulations!*

Becoming an entrepreneur isn't for the faint of heart, and I'm so proud of you for making the bold decision to chase your dreams and change your life.

*Now... where do you even begin?!*

**I can almost guarantee that every new business owner asked that question at the start of their journey and wished they had a roadmap to follow.**

*I know I sure did.*

That's why I decided to create that roadmap: a step-by-step guide of the first 5 things you should do when starting a business to ensure you're embarking on the path to profitability.

By the end of this guide and [corresponding podcast episode](#) where I go further in-depth with each of these items, you'll have decided exactly what you're selling, priced your offer, found your first client or customer, started your social media accounts, and more.

Click play on the episode >>[HERE](#)<< to follow along, and let's get started!

Cheers to taking the first step,

A handwritten signature in black ink, consisting of a stylized lowercase 'j' followed by an asterisk.



# THE FIRST 5 STEPS TO STARTING A BUSINESS

## 01 DECIDE EXACTLY WHAT YOU'RE SELLING

So often when we have an idea for a new business, we haven't thought through the details about our new product or service to ensure it will be *profitable*.

In order to have a profitable business, you must solve a *problem* for a specific person. Use the following prompts to help you narrow down what you do!

**What** problem does your business solve?

**Who** does your business solve that problem for?

**How** does your business solve that problem?

What **materials, supplies, tools, or programs** do you need to sell your product or service?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## 02 PRICE YOUR OFFER

Pricing your product or service (*no matter what industry you're in*) is made up of three components:

- What the market generally pays for products or services similar to yours
- What your ideal client would pay for the transformation you're providing, and
- What you are comfortable charging.

When you know each of these numbers (and yes, they WILL be different from each other), then and ONLY THEN, can you make an informed decision about how you should price your products or services.

In order to make an informed decision on the price of your product or service, you need to do some research. Feel free to do so using the prompts below!

**Market:** When you search for the price of your product or service on Google, what comes up?

**Ideal Client:** How much do you think the transformation you're providing is worth to your ideal client?

**You:** How much do you feel comfortable charging for your product or service, and why?

**Based on your responses to the questions above, what is the price of your offer? \$\_\_\_\_\_**





## 03 FIND YOUR FIRST CLIENT OR CUSTOMER

I have news for you: you don't have a business until you have your first client or customer.

*(There, I said it!)*

You can have a pretty logo, gorgeous business cards, and a beautifully decorated home office, but unless someone has given you money for what you're selling, you don't have a business... You have an idea for a business.

This is why after you've decided what you're selling and how much it will cost, your next step is to ensure you have a **proven concept** before you invest a single dollar into your business... which means you need to find your first client or customer!

Luckily for you, I gave you some really tangible ways to find your first customers in the corresponding podcast episode to this checklist. Click >>[HERE](#)<< to tune in!

## 04 START YOUR SOCIAL MEDIA ACCOUNTS

Once you've gotten your first client or customer, it's time to get MORE... and the best way to do that is by utilizing the power of social media.

In this step, start your social media accounts on all of the platforms you think you'll be active on in the future. You don't need to start posting on them all right away, but getting ahead of the curve by reserving your business' name on platforms like Instagram, Facebook, and LinkedIn is a great way to start.

Speaking of naming your business...

Think of this as a sub-task of step 4. You need a business name to reserve your social media accounts!

**My business name is:** \_\_\_\_\_

I've reserved my business name on the following social media accounts, and here are their handles (i.e. @businessname):

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

For tips, tricks, resources, and templates to make it easier to create social media posts for your business, [start your Social Curator free trial!](#) There, you'll receive 30 customizable caption templates, 5 Instagram story sets, access to a photo gallery containing thousands of lifestyle images, and a marketing action plan that will help you solidify your social media strategy. Click >>[HERE](#)<< to start your free trial today (no credit card required!).





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## SPEAK WITH AN ACCOUNTANT TO PROPERLY REGISTER YOUR BUSINESS

Now that you have a proven concept because people are actually paying for your product or service, it's time to make it official with your first profits!

Because I'm not a professional in this space, I'm going to say this loud and clear: *Please speak to your local accountant to ensure your business is registered properly and in a way that makes the most sense for you!*

Depending on your business, they may recommend setting up the structure of your business as a Sole Proprietorship, LLC, or S-Corp. They also may advise you to also speak with another legal advisor to fully understand what structure would be best for your business in terms of liability, insurance needs, permits, or licenses. Whatever they suggest, remain open-minded and be dedicated to following their advice.

The most important thing for you to do in this step is to find people you trust and listen to the pros!

I'm meeting with \_\_\_\_\_ (Accountant name) on \_\_\_\_\_ (Date).



# NEW BUSINESS CHECKLIST

Now that you've read about each step and listened to the [corresponding podcast episode](#) for even more details, it's time to take ACTION!

When you're ready, use the following checklist to keep track of your new business' progress:

- ☐ Determine **what** problem your business solves
- ☐ Clarify **who** your business solves that problem for
- ☐ Decide **how** your business solves that problem
- ☐ Get the **materials, supplies, tools, or programs** you need to sell your product or service
- ☐ Conduct **market research** to price your product or service
- ☐ Use the research to **price your offer**
- ☐ Find your **first** client or customer
- ☐ Decide on a **business name**
- ☐ **Start** your social media accounts
- ☐ Speak with an accountant to **properly register your business**

Once you've completed each item on this checklist, *you did it!* You've officially taken your idea and turned it into a business.

*Give yourself a pat on the back!*

Now it's time to market your business... and I have just what you need to make it easier!



# INTRODUCING: YOUR SOCIAL MEDIA LIFESAVER

[Social Curator](#) contains everything you need to market your business on social media... Yes, *EVERYTHING*.

From caption templates to lifestyle photos and a marketing action plan to group coaching, your brand new business will be set up for **success** with these resources in your pocket... and for FREE, too!

During your [14-day free trial of Social Curator](#), you have a personalized login to your Social Curator Dashboard and have access to:

- *Marketing Action Plan: Slaying Social: A Guide to Up-level Your Online Marketing*
- *30 Customizable Caption Templates*
- *5 Instagram Story Sets*
- *Access to a Photo Gallery of 5,000+ Lifestyle Images*
- *Access to the Caption Library*
- *Unlimited number of post drafts*

Click the button below to start your free trial to get more followers, more engagement, and (*most importantly*) more sales!

**START FOR FREE**