

Business Startup Checklist

EARLY STAGE



Company: _____

Your Name: _____ Date: _____

This list is not in any particular order. It's a good idea to work on what interests you at first.

EARLY STAGE CHECKLIST

NOTES

Early Stage Videos Watched

- Positive Relationship with Money
- Business Finances 101
- Pricing Your Business Products and Services
- Legal Structures
- (Business) Steps for New Business Formation
- (Nonprofit) Registering Your Nonprofit with the IRS
- Organic Marketing
- Building Your Business Reputation

Business Development Tasks

- Identified pricing for products or services
- Identified what business structure to register (LLC, S-Corp, Sole proprietor with DBA, etc.)
- Registered as chosen business entity
- Applied for EIN from the IRS
- Create a contract draft (for services or product wholesales)
- Have a simple website built
- Start at least one social media account
- Create an organic marketing content plan
- Set up a scheduling calendar (like Calendly)
- Budget for projected costs for your first year
- Define Ideal Customer (for each different product/service)

Nonprofit Development Tasks

- Have a clear idea of what different donation amounts support
- Completed registration forms with IRS
- Filed nonprofit registration with IRS
- Have a simple website built
- Start at least one social media account
- Create a list of potential donors or supporters you know
- Start your first donation fund and land at least 3 donors
- Create an email list and newsletter plan
- Set up a scheduling calendar (like Calendly)
- Budget for projected costs for your first year
- Define Ideal Donor

ENCOURAGEMENT FROM SHYNE

You're here with a beautiful business idea that you're already clear on. You know what you want to do, so now we're here to help turn it into a profitable, impact-making reality.

Use this list as inspiration on how to grow and become profit/revenue-ready! Your idea is brilliant, so now let's make it the business or organization you dream of.

