

Small Business Start-up Checklist



Getting Started

- Conduct market research
- Develop business plan
- Determine funding
- Make an exit strategy
- Find a location
- Surround yourself with trusted friends, family and advisors
- Develop logo
- Learn about federal and state tax requirements
- Get some sleep!

Marketing

- Determine print and online marketing strategies
- Register and build website
- Join local chamber and professional groups
- Build employer brand
- Register business on Google My Business, social media platforms
- Analyze data to see what's working or not
- Attend local networking events
- Buy some cost-effective business swag

Human Resources

- Join professional HR group
- Learn HR laws
- Determine benefits
- Establish payroll vendor
- Determine recruitment marketing strategy

Vendors & Advisors

- Lawyer
- CPA
- Commercial Banker
- Financial Advisor
- Local IT and web hosting company
- Research software needs

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