

## STARTING A BUSINESS *checklist*

	TASK	DONE
01	Find a business activity. You don't have to reinvent the wheel, just be good at it.	<input type="checkbox"/>
02	Check if it really profitable. Are others making real profits? A professionally made business plan can confirm if a business is profitable.	<input type="checkbox"/>
03	Find an unique business name. Tip: Use AI to generate made-up words that sound good.	<input type="checkbox"/>
04	Search the name on Google. Make sure there is no competition. Your business will get lost between other businesses with similar names.	<input type="checkbox"/>
05	Check the Companies House register to make sure the business name is not taken or there aren't other businesses with similar variations.	<input type="checkbox"/>
06	Check if the business website domain is available. For example www.mybusiness.com - you can do this here: www.godaddy.com	<input type="checkbox"/>
07	Register the business with the Companies House. You can do it here: <a href="https://www.gov.uk/limited-company-formation/register-your-company">https://www.gov.uk/limited-company-formation/register-your-company</a>	<input type="checkbox"/>
08	Open a business bank account. There is no big differences really between them. All banks will charge you a commission - they have to make money.	<input type="checkbox"/>
09	Design your logo. If you are not a designer don't attempt it to create your own logo. Pay a professional. A bad/unprofessional logo can ruin your business.	<input type="checkbox"/>
10	Buy the domain and hosting for your website. Hire a professional!!! If the first steps are not executed correctly, it will have a knock-on effect in the future.	<input type="checkbox"/>
11	Build your website. We recommend to have it built with WordPress. Avoid other website builders - they can limit you. WordPress is scalable and customisable.	<input type="checkbox"/>
12	Create your professional emails. The hosting providers offer free business emails. You can use Outlook to manage you business emails.	<input type="checkbox"/>
13	We recommend you buy an Office 365 subscription for: Word, Excel, PowerPoint, Teams, Outlook. You will need them as a business.	<input type="checkbox"/>
14	Create a Gmail account for the business. Use it to connect your website to Analytics, Search Console, Google Business Profile, Google Ads. A must!	<input type="checkbox"/>
15	Create Social Media Accounts that are suitable for the business. Add the links to your website.	<input type="checkbox"/>
16	Master Canva.com (if you don't already). You need to be a PRO to be able to scale your business.	<input type="checkbox"/>
17	Find clients. This depends on what type of business you have. An SEO expert can come handy here.	<input type="checkbox"/>
18	Sort out the financial side of things: accountant, book keeping, tax, tax return, dividends, salaries.	<input type="checkbox"/>
19	Marketing. This is something that you shouldn't leave out of sight. It should be an ongoing task.	<input type="checkbox"/>
20	Not sure? Speak to us. We are happy to answer your questions.	<input type="checkbox"/>