

# Business Startup Roadmap: Set Up Your Business



## Entrepreneurial Mindset

- Identify your limiting beliefs
- Develop strategies to counter them



## Your Ideal Client

- Complete your audience profile (handout)
- Where can you find them (groups, social, associations, etc.)
- Select email provider
- Establish lead magnet



## Banking

- Open up a bank account
- Check for funding (credit card or line of credit)
- Start-up loans or grants?
- Can you lease finance?



## Your Business Research

- Your business idea
- Who is your ideal client?
- Your problem solution fit
- Are many people looking for your solution?
- Is your market growing or shrinking?



## Your Business Name

- Check the 4 name tests
- What is your business structure?
- Register your business
- Set up your domain (Google for email)



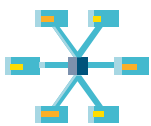
## Protect Your Business

- Arrange liability insurance
- Arrange professional insurance



## Manage your Money

- Startup budget
- Set up your chart of accounts/tracking
- Set up financial processes
- Develop an invoice
- Develop a payment policy (avoid debt)



## Develop your Brand

- Logo
- Brand colours
- Business cards
- Develop marketing message



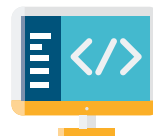
## Your Pricing

- Pricing For prosperity analysis
- Set your prices



## Develop your Product

- Tweak product to client needs
- Research distribution method



## Content Strategy

- Decide on platform
- Prepare to publish

