

30 point  
**BUSINESS CHECKLIST**  
to create, build and **GROW**



**CREATE A CLEAR VISION & SET GOOD FOUNDATIONS**

This is the most important stage of starting a business or a new service. Make sure that if you are established these points have been covered!

- Find a business idea that makes a profit.
- Test your market idea and conduct market research.
- Define your business vision and mission.
- Determine what your business culture will feel like.
- Create a business plan that covers 1, 3, 5 and 10-year plan.



ACTION POINTS:

**IMPLEMENT & LEGITIMISE YOUR VISION**

Ideas are only ideas unless you act upon them, but make sure to do things properly. It will give your business the best chance of success in the future.



- Implement a 90 day plan that supports your business plan.
- Choose a business legal structure - Sole trader, LTD Co., Partnership.
- Brand your business - choose and register a business name.
- Order your business cards and stationary.
- Ensure you have a business bank account.

- Register a domain name for your business.
- Register for taxes and get an EIN number.
- Licence and permits for your business.
- Understand what grants and loans are available to your business.
- Intellectual Property Protection.



- Understand money laundering rules.
- Register a business address.
- Ensure your business is fully insured.
- GDPR and Data protection.
- Choose an accountant that think on their feet and helps you follow the correct tax rules and at the same time look at ways of maximising your tax allowances.

ACTION POINTS:

**CREATE GOOD HABITS & BLAST TO SUCCESS**

It's time to grow and expand! So set good habits that help you implement your business plan. If you need help, source a mentor who's been through it all before!

- Set up a cloud bookkeeping service such as xero
- Set up your financial systems - i.e. cash flow sheet, balance sheet, breakeven price, monthly profit and loss etc.
- Know your numbers - Turnover, expenses, net profit%, average sale, conversion rates etc
- Create a profit plan.



- Create a marketing plan.
- Define your unique selling point with guarantee.
- Website and social media creating leads and sales.
- Product delivery and returns process.
- Implement a CRM system.

- Employing a recruitment process.
- KPI's for your employees.
- Turn your business into a residual income generation tool so you earn money whilst you sleep.
- Get a business coach and mentor.
- Leverage your time to its maximum impact.



ACTION POINTS: