

Start-Up Business Checklist



Some people are under the illusion that when you start a business everything has to be perfect; attempting to attain what an established business would have worked years to achieve: premises, staff, beautiful stationery, big named customers on their 'order book'.



Here's a more realistic tick list of what you need in order to deliver a service led business to your customers.

- ☐ **A Business Name** - this can prove to be quite a challenge, especially if you consider yourself to be not that creative. Mind Map all the words and phrases you like and all the colours you believe would fit the most. Let all this ferment.
- ☐ **Confidence and Self-Belief** - may seem like an odd one to put down on this checklist as it's an intangible. It is so important, even more so than the tangibles. If others do not feel you have the confidence in your ability, product, service then they just won't buy from you. (download ['Boost Your Confidence'](#))
- ☐ **A Product or Service** - Obvious right? Be your customer for a minute; step outside of you and your new startup. Is there a product or service with tangible results that can easily be purchased?
- ☐ **Marketing Material** - From facebook pages to a twitter account and business cards to a fully fledged website. Your business at the start-up stage does not have to be all singing all dancing. It does, however, need to present a professional image with clear call to actions, i.e. can your potential customers easily get in touch with to find out more or buy from you from the outset?

With these items checked off you're ready to market and promote you and your business!