



The Ultimate *Business Launch* Checklist

Starting a business doesn't need to be overwhelming! Use this guide to check off every box and get your business ready to launch today.

The Ultimate Business Launch Checklist

WRITE A BUSINESS PLAN

- Executive summary
- Business description
- Market research & competitor analysis
- Financial projections
- Business structure & operating plan
- Goals, objectives, & KPIs

ESTIMATE STARTUP COSTS

- Create a startup budget
 - One-time startup costs
 - Overhead costs (office rent, utilities, etc.)
 - Labor costs
- Create a dedicated startup savings account
- Research available grants, startup services, & other resources

REGISTER YOUR BUSINESS

- Choose a structure (sole proprietorship, partnership, corporation)
- Choose a business name
 - Claim a domain name
 - Claim relevant social media handles
- Register your business
 - Check local & provincial registration requirements
 - Register trademarks

OPEN ACCOUNTS & OBTAIN PERMITS

- Open a Business bank account
- Obtain an Business Number
- Get licenses & permits
 - Check local business licensing requirements
 - Obtain industry-specific permits (e.g. building permits, OSHA certifications, etc.)
 - Obtain a PST, GST/HST Number, if necessary

CREATE A FINANCIAL ACCOUNTING SYSTEM

- Hire a bookkeeper/accountant
- OR
- Set up essential bookkeeping documents
 - Income statement
 - Balance sheet
 - Cash flow statement
 - Bills & invoices
 - Expense tracking
- Purchase accounting software (optional)
- Estimate your tax liability

CREATE A MANAGEMENT SYSTEM

- Create an organizational chart
- Purchase project management software
- OR
- Set up essential management tools
 - Calendar & scheduling system
 - Budget tracker
 - Team management system
 - Short- & long-term goals and timelines
 - Choose & track KPIs

LAUNCH BRANDING & MARKETING

- Determine brand guidelines
 - Design or commission a logo
 - Select a color palette
- Create a website
 - About Us page
 - Contact information
 - Site menu/navigation bar
 - Core services & pricing
 - Online ordering
 - Customer testimonials
 - Company blog
- Set up relevant social media accounts
- Print business cards



Let's Stay Connected!

I believe in making bookkeeping and navigating your business finances as easy as possible for mom-owned small business owners. I'll be here when you need me!



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