

2021 CHECKLIST TO A BETTER BUSINESS

*15 things you should implement to
grow your business and brand in 2022*



The B Michele
BRANDING AGENCY
BRAND YOUR VISION

2021 CHECKLIST FOR SMALL BUSINESSES

- Obtain your LLC, DBA and EIN
- Buy/renew your domain name
- Establish a domain email
- Get or update your website
- Purchase business and life insurance
- Set-up your social media: all platforms
- Set-up your online payment options
- Choose a bookkeeping system
- Obtain a tax preparer
- Apply for a DUNS Number
- Schedule a brand photo shoot
- Develop client process and procedures
- Create a marketing strategy
- Gain clarity on your target audience
- PUT YOUR BEST BRAND FORWARD!!