

READY. SET. GO BUSINESS/BRAND FOUNDATION CHECKLIST

*Ready, Set Go... All The things you
need to build the foundation of your
business/brand*



The B Michele
BRANDING AGENCY
BRAND YOUR VISION

READY. SET. GO

checklist

Set the Foundation

- Research and create a business plan
- Obtain your LLC
- Obtain your DBA (if needed).
- Obtain your EIN ([irs.gov](https://www.irs.gov))
- Create your operating agreement
- Register with your state comptroller (if required)
- Open a business checking account
- Purchase your domain and email
- Setup your online payment options
- Choose a book keeping system (online service)
- Purchase business insurance
- Get a logo (Keep it simple)
- Set up you social media accounts
- Get a website (start with a standard 4 page site)
- Purchase branded marketing materials