Fearlessly Start Your Business

YOUR DREAM BUSINESS IS WITHIN YOU JUST READY FOR YOU TO GET STARTED!

Checklist

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www.fearlessbusinessboss.com

GETTING STARTED

Congratulations on this fearless step! You will not be sorry. The journey to start and grow a business will be an exhilarating one sometimes, and nerve racking one at other times.

There is, however, nothing like owning a business and being your own boss!

No matter the reason you are here now. You are ready to find out how to set up your business or the next steps after you have started.

I'm going to help you by guiding you through via this Startup Checklist.

I am so excited for you as you begin this journey.

~ Tammy

"Business is a JOURNEY Not a Sprint."

Fearless BUSINESS BOSS®

www.fearlessbusinessboss.com

STARTUP CHECKLIST

GET STARTED

- [ ] Decide on the industry or type of business you want to create.
- [ ] Create a Name for your business
- [ ] Search for that name on your state's registry; if none, register it on the state site
- [ ] Choose the Type of business as an LLC, Sole Proprietor, or Corporation
- [ ] Purchase your domain name
- [ ] Apply for an EIN (Federal Company #) or apply your Country's ID
- [ ] Record Your WHY (Sometimes it's nice to revisit it later)
- [ ] Open a business checking account

PLAN AHEAD

- [ ] Create a Business Plan (or download a free template)
- [ ] Create a marketing and digital marketing plan
- [ ] Create a business budget - your CPA, bookkeeper, or financial planner can help
- [ ] Do Market and Competitive Research

GET SOCIAL

- [ ] Decide which social media platforms you'll be active on
- [ ] Set up your business page(s) and include your business information (FB & LinkedIn require it to be attached to a personal profile)
- [ ] Remember to use keywords in your descriptions

STARTUP CHECKLIST

YOUR NICHE & PRICING

- [ ] Decide on your service niche area - what services will you offer clients?
- [ ] What Package Pricing strategies will you use
- [ ] Create an hourly rate if you have trouble fi)guring out a package (you should know your hourly rate even for package pricing

DEFINE YOUR AVATAR

- [ ] Avatar = Audience or Potential Client Base
- [ ] Complete a Storyboard (also under our Free Offers)

For more help and specifics strategies for your digital marketing be sure to book a FREE 20-Minute Coaching Session on my website!

MARKETING

- [ ] Build a Website
- [ ] After your website is built begin blogging for SEO purposes
- [ ] Create your free offer (free consult; checklist, etc.
- [ ] Start Other Marketing Strategies

CONTENT PLANNING

- [ ] Content Types to Consider
- [ ] Social Media Posts
- [ ] SEO Blogging
- [ ] Podcast
- [ ] Website Content & Sales Pages

YEAR

Sample BUDGET CHECKLIST

ITEM	✓	AMOUNT	DATE
Mortgage/ Rent	☐	$200.00	Jan 1, 2025
Phone	☐	$62.00	Jan 5, 2025
Software	☐	$59.00	Jan 15, 2025

This is a Sample Budget Checklist to help you get started. The best place to do this is in an excel worksheet or a budgeting program but this should help you get started on a business budget.

Things to Consider are that you if you work from a room in your home you can claim the square footage as and office *(consult with your Accountant or tax preparer first).*

You can claim many things through your business however make sure you are still making a profit *(30% or higher is great if able - again consult your financial professional for help).*

The following sheet is a full sheet to get started as this is only a sample of some of the items you should take into account.

If I can help you with anything please reach out or better yet, set up your Free Mini-Coaching Session. You would be surprised at how much we can accomplish.

I wish you great success with your business!

~ Tammy

YEAR

BUDGET CHECKLIST

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IF YOU NEED MORE HELP...

As you go through this: **"Fearlessly Start Your Business Checklist"** you may feel that you need additional help.

Don't worry, I can help you. I love empowering business owners no matter where you are in your journey.

I'm Tammy, a Business Coach with Fearless Business Boss.

I help Women Online Service Providers **GROW a business to fit your Lifestyle** not squeeze a life around your business.

Starting a business doesn't guarantee you the lifestyle you wanted nor does it guarantee success. When I coach my clients we start with your goals and priorities. We also define what success means to you.

We even discuss your definition of "success' and what that would look like for you.

Working with me means taking your business to the next level in your business journey.

I believe in integrity and help you achieve the next level through step by step guidance, accountability, and a little hard work.

~ Tammy

What Clients Say:

"I started working with a Coach (Tammy) and it was the best investment of my time and money." -RP

"Tammy has a wonderful ability to ask thought-provoking questions that give you a new perspective." ~N.T.

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