

## BUSINESS LAUNCH

# Checklist

- 1 I have a viable business idea (if not, check out our business viability tools to vet your wild idea).

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- 2 I have an unstoppable, immovable purpose and drive behind my business idea.

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- 3 I feel mentally ready to become an entrepreneur.

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- 4 I can pitch my business idea in one sentence (that is easily understood without further explanation).

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- 5 I know if my business is going to be product or service based (or both).

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- 6 I have a name for my business (that will appeal to my customer).

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- 7 I've decided on my business structure (i.e. sole proprietorship, corporation, partnership).

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- 8 I've registered my business – completed a NUANS search and applied for Business Number (BN).

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- 9 I've written a business plan with financial projections. 
  - a) I know who my customer will be and backed it up with research.
  - b) I know how to make my customers lives easier or resolve a challenge they're having.
  - c) I know the "white space" in the market my business will fill.
  - d) I know where and how I will reach my customers (marketing plan).
  - e) I know who my competitors are.
  - f) I have identified a clear differentiator for my business.

- g) I know how my business will make money.
- h) I know how much it will cost to start and run my business.
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- 10 I've secured start-up funding.
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- 11 I've secured my business location(s).
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- 12 I've determined my team size and individual roles and responsibilities.
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- 13 I've opened my business bank account and business credit card.
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- 14 I've established my bookkeeping and accounting (hired a professional or DIY with QuickBooks, Freshbooks).
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- 15 I've registered for an HST account through the CRA (if annual revenue is over \$30,000).
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- 16 I've applied for any applicable business licenses.
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- 17 I have my legal bases covered (i.e. articles of incorporation, contracts, terms and conditions, etc.)
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- 18 I have business insurance (i.e. General Liability, Errors & Omissions, etc.)
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- 19 I've clarified my marketing message so that it's easily understood.
- a) I have professional, recognizable, and consistent brand design.
- b) I have developed marketing material.
- c) I have registered my website domain name.
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- 20 I know who will be designing my website and on what platform.
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- 21 I have registered for business social media platforms (1-2 maximum to start).

22 I know what tools and resources I'll be using (i.e. marketing, accounting, legal, productivity).

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23 I'm ready for launch.

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24 I'm going to crush this!

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25 Notes and positive affirmations.