

WOODWORKING BUSINESS START-UP CHECKLIST

BUSINESS PLANNING

- Choose Your Business's Legal Structure
- Name Your Business
- Write Your Mission Statement and Elevator Pitch
- Define Your Niche
- Research Your Target Market
- Research Your Competition
- Decide What Products to Sell and Determine Pricing/Profit Margin
- Estimate Start-Up Costs
- Set Measurable Goals

BUSINESS SETUP

- Meet With Small Business Attorney
- Meet With Accountant
- Register Your Business Name
- Apply for EIN#/Tax-Exempt ID
- Apply for Necessary Permits/Licenses
- Open a Business Checking Account and Stripe/Paypal Accounts
- Purchase Small Business Insurance
- Setup Accounting Software and System for Keeping Records

YOUR WORKSPACE

- Organize Your Workshop Space
- Organize a Shipping Area
- Create a System for Managing Inventory
- Organize Your Office Space
- Order Necessary Supplies and Materials for Products
- Order Packaging and Shipping Supplies

CREATE YOUR ONLINE PRESENCE

- Register Domain for Your Website
- Purchase Hosting For Your Website
- Create Social Media Accounts
- Design Your Logo
- Setup Your Website and Blog
- Setup Your Online Shop
- Setup Business Email
- Create & Build Email Mailing List

SELLING YOUR PRODUCTS

- Make Products
- Photograph Products
- Research Product Keywords
- Write Detailed Product Descriptions
- List Products for Sale in Your Shop

MARKETING YOUR BUSINESS

- Create a marketing plan
- Schedule Your Newsletters
- Create & Order Business Cards
- Post to Social Media Channels
- Notify Your Circle of Influence
- Join Networking Groups
- Create a Blog Posting Schedule

MISC. THINGS TO DO

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