

How to Start a Business in 15 Minutes a Day
Part 4 Basics of Securing Your Business
15 Minute Daily Worksheet

Week 1
Legal Considerations

- Day 1: Spend time getting prepared for this process by rereading Part 4
 - What sticks out to you:

- Day 2:
 - Research primary types of legal entities in your state

- Day 3:
 - Create a list of pros and cons for your preferred 2-3 types of legal entities
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____

- Day 4:
 - Finish your comparison matrix of legal types and select one to move forward with

- Day 5:
 - Find a lawyer or use a website like legalzoom.com to assist you with filing for a legal entity

- Day 6:
 - Organize all of your legal files into one secure location and ensure you properly save important documents and letters

- Day 7:
 - Create a list of other legal questions that arise and keep track of them in a file so you can revisit when you need to address them later
 - _____
 - _____
 - _____
 - _____

Week 2

Banking, Credit and Transactions

- Day 1:
 - Visit IRS.gov and apply for an EIN
- Day 2:
 - Select a bank and open a checking account by placing a small sum of funds and getting a checkbook and/or debit card
- Day 3:
 - Determine your payment processing platform and create an account
- Day 4:
 - Link your checking account with your payment platform
- Day 5:
 - Find a standard W9 form from IRS.gov and fill it out for future uses
- Day 6:
 - Research and prepare for any other licenses, fees, or taxes like franchise or sales tax, in your state
- Day 7:
 - Organize all of your notes into a folder, much like your legal information, for future use

Week 3

Web, Social Media and Brand

- Day 1:
 - Confirm you are ready to move forward by writing down your business name:
 - _____
- Day 2:
 - Identify a web hosting location and web builder, create an account and secure your URL (web domain)
- Day 3:
 - Research logo ideas and save five example images that you like
- Day 4:
 - Use a logo designer or site like fiverr.com to get someone started on a logo
- Day 5:
 - Begin building a basic landing page with contact information, summary information, about information, a form for more information and some colorful images. Send your landing page to friends for feedback.
- Day 6:
 - Research, identify, and secure social media handles for at least one platform
- Day 7:
 - Finalize your logo and place it into the website and social media sites

Week 4 Marketing and Awareness

- Day 1:
 - Use a local shop or Vistaprint.com to create business cards with your information (web, contact, email, social media, and logo)
- Day 2:
 - Identify a target audience type and value proposition that you want to focus on for launch:
 - Audience: _____
 - Value Proposition: _____
- Day 3:
 - Identify 5 friends/family to contact about your new business and reach out:
 - _____
 - _____
 - _____
 - _____
 - _____
- Day 4:
 - Identify 3-5 potential brands or partners to engage for co-promotion and contact them:
 - _____
 - _____
 - _____
 - _____
 - _____
- Day 5:
 - Assess your contacts so far and ask friends and family for feedback on your engagement to this point
- Day 6:
 - Design and begin a weekly posting strategy on your social media accounts
- Day 7: STOP and evaluate where you are today, your audience and digital reach, and where you feel like you can go next!