

# *New business* **checklist**



## **THINGS TO DO WHEN YOU WANT TO START A BUSINESS**

- CHOOSE NAME
- DEFINE BUSINESS NICHE
- DEFINE IDEAL CUSTOMER
- DECIDE WHICH SERVICES TO OFFER
- IDENTIFY UNIQUE SELLING POINT
- DESIGN LOGO
- COLOUR PALETTE & TYPOGRAPHY
- SET TECHNICAL FOUNDATIONS WEBSITE
- MAKE SITE SECURE
- SET UP BUSINESS EMAIL
- DEFINE TONE OF VOICE
- WRITE WEBSITE COPY
- BRAND PHOTOSHOOT
- GET STOCK PHOTOS
- BUILD WEBSITE
- CREATE SOCIAL MEDIA PROFILES
- SET UP EMAIL MARKETING
- INSTALL FACEBOOK PIXEL
- LAUNCH WEBSITE
- CREATE SOCIAL MEDIA TEMPLATES
- CREATE CONTENT
- CHOOSE SOCIAL MEDIA SCHEDULER
- SET UP GOOGLE MY BUSINESS
- CELEBRATE!