

How to start a business in 15 steps

Use our [comprehensive guide](#) and this accompanying checklist to track your progress.

Vet your business idea. Thoroughly evaluate your business idea to help identify key objectives early on.

Write a business plan. This essential step forces you to think critically about your venture. Review [“How to write an effective business plan”](#) to get started.

Secure funding for your business. Review [“Financing options for businesses”](#) to understand common ways to fund and grow your new venture.

Name your business. Now that you have a solid understanding of your business, choose a name. Make sure the name you choose is also available as an online domain name and a social media handle/username.

Evaluate and select how you want to legally structure your business. Read [“Considerations when choosing a business structure”](#) to understand the pros and cons of common options.

Legally form your business. Register your business and make it official. Form your business with an [exclusive discount from Bizee](#).¹

Open a business bank account. Read [“Why and how to keep your personal and business finances separate”](#) to understand why this is a critical step and [“How do I open a business bank account”](#) to get started.

Find a reliable accounting and bookkeeping system. Prepare to start managing financial transactions. Tracking revenue, managing inventory and payroll, and forecasting sales are all critical to running a successful business.

Protect your business. Consider basic [insurance coverage](#) to start, and reevaluate as your business grows.

Protect your ideas. Identify your intangible assets (intellectual property) and whether they need to be formally registered.

Build a team of trusted experts. Identify core specialists. Include an accountant, tax advisor, lawyer and mentor(s).

Decide how you'll take payments. Cost, speed and customer experience will be factors. Read [“How to choose a merchant services provider”](#) to better understand what to consider.

Market and advertise your business. Let potential customers or clients know that you're open for business. Learn how to build a brand for your business. And consider how to use [digital marketing](#) to meet your business goals.

Hire your first employee. Read [“Know the rules before hiring your first employee”](#) and [“Payroll service options for your small business.”](#)

Monitor and adjust business goals for growth. Once your business is up and running, make sure to revisit your plan periodically and adjust it to reflect new opportunities.



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