BizKitGo!
Bold Ideas, Ready to Launch

New Business Launch Checklist

Legal & Administrative Setup

- ☐ Apply for an **Employer Identification Number (EIN)** from the IRS (free, online).
- ☐ Decide on your **business structure** (LLC, S-Corp, Sole Proprietor, Partnership) and file accordingly.
- ☐ Register your business name with your state and check for trademark conflicts.
- ☐ Apply for any required **licenses or permits** for your industry or state.

Finances & Taxes

- ☐ Open a **business bank account** (keep business and personal money separate).
- ☐ If applicable, apply for a **business credit card** or line of credit (helps build business credit).
- ☐ Set up a simple **bookkeeping system** (you can use software like QuickBooks, Wave, or a spreadsheet).
- ☐ Learn about and schedule **estimated state and/or federal quarterly tax payments** to avoid penalties.
- ☐ Explore business **insurance** (liability, professional, or property as needed).

Brand Development & Marketing Basics

- ☐ Decide on your **brand look and feel** (colors, fonts, logo, imagery).
- ☐ Secure your **domain name** and set up a simple website.
- ☐ Create consistent **social media handles** across platforms.
- ☐ **Create a logo** – Secure a professional designer or choose a high-quality DIY option.
- ☐ **Develop brand messaging and a** one-sentence **value proposition** - Tagline, positioning statement, key messages, and "I help ___ do ___ so they can ___."
- ☐ **Create a brand guidelines document** - Ensure consistency across all materials.

Systems & Operations

- ☐ Set up a dedicated **business email address** (not your personal email).
- ☐ Choose **productivity tools** (scheduling system, project management, file storage).
- ☐ Draft simple **client agreements/contracts**.
- ☐ Outline your **core offerings/services** and set pricing.

© BizKitGo! 2026. All rights reserved.
BizKitGo is a Celestial Consulting project. Learn more at Celestial-Consulting.com.

Future-Proofing

- ☐ Map out your **client experience** (from first contact → contract → delivery → follow-up).
- ☐ Identify your **support team** (accountant, attorney, mentor, or coach).
- ☐ Keep track of key dates: tax filings, annual reports, license renewals.
- ☐ Systematize what you can early without growing too big too quickly.

📞 Resources & Support

Government Resources

- **SBA.gov** - Small Business Administration guidance and loans
- **IRS.gov** - Tax information and EIN application
- **USPTO.gov** - Trademark and patent information

One-on-One Guidance

If you would like personal support as you bring your ideas to life, BizKitGo and our partners at Celestial Consulting have a team of certified coaches and experienced entrepreneurs who offer **one-on-one coaching**. Contact us!

🎯 Final Tips for Success

Start Before You Feel Ready - Perfection slows progress. Take the first steps, then refine as you go.

Build Your Support Network - Surround yourself with other entrepreneurs, mentors, or a coach — community makes the journey easier.

Keep Learning and Adapting - Business environments change quickly; invest time each month to learn, review, and adjust your approach.

Remember: This checklist is a guide, not a rigid rulebook. Every business is unique, so adapt these steps to fit your specific situation and industry requirements. Consider consulting with professionals for legal, financial, and strategic advice tailored to your circumstances.

Good luck on your entrepreneurial journey!

© BizKitGo! 2026. All rights reserved.
BizKitGo is a Celestial Consulting project. Learn more at Celestial-Consulting.com.