

## BUSINESS START-UP

# CHEAT SHEET

### WHAT YOU NEED TO START A SUCCESSFUL BUSINESS

#### CHOOSE BUSINESS STRUCTURE

Sole proprietorship, Partnership, S or C Corporation, etc.  
You have to choose an entity type based on your business needs.

#### GET AN EIN FROM IRS

An EIN is an Employee Identification Number. Easy and free to get from the IRS website.

#### OPEN A BUSINESS BANK ACCOUNT

It is advisable to start a new business with a separate bank account to easily distinguish business funds, transactions, etc.

#### CHOOSE ACCOUNTING SOFTWARE

Your accounting is highly important to keep a business afloat

#### GET BUSINESS APPS

This includes getting together your website, email, CRM, phone application and document management.

#### BRANDING

Your logo, your color palette, your fonts and your templates should be cohesive and ready for all your official business documentation, social media, etc.

#### SOCIAL MEDIA

Social presence is crucial. Use your branding guidelines to create content to engage your customers, clients, consumers, etc.

#### MARKETING

Marketing and social media go hand-in-hand, but physical and word-of-mouth marketing is just as important!

Want to learn more?

Book your free consultation here

<https://calendly.com/luluglobalevents>

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