



RACHEL BLOOMFIELD COACHING

BUSINESS START-UP CHECKLIST

No	ACTIVITIES	<input checked="" type="checkbox"/>
1	Define your business idea: Clearly identify the product or service you plan to offer and determine your target market	<input type="checkbox"/>
2	Conduct market research: Analyse your target market, competitors and industry trends to gain insights and make informed decisions.	<input type="checkbox"/>
3	Create a business plan: Outline your business goals, strategies, marketing plans, financial projections, and operational details. (see Hubspot for a good free template)	<input type="checkbox"/>
4	Choose a business name: Select a unique and memorable name that aligns with your brand identity. Ensure it's not already trademarked or being used by another business. Check with a website like GoDaddy to make sure a relevant URL is available.	<input type="checkbox"/>
5	Register your business: Choose the appropriate legal structure (e.g., sole trader, partnership, Limited Company) and register your business with the relevant authorities. See Gov.uk for registration guides and instructions for UK based businesses.	<input type="checkbox"/>
6	Research necessary permits, licenses and insurance: Determine what is required for your business operations and apply for them. This could include general business licenses, professional licenses, health permits, industry-specific licenses and liability insurance. Again Gov.uk is a good resource for this.	<input type="checkbox"/>
7	Set up a business bank account: Open a separate bank account for your business to keep personal and business finances separate. This will help with accounting and taxes. I personally prefer simple, free online accounts such as Starling .	<input type="checkbox"/>
8	Secure start-up funding: Determine your start-up costs and explore financing options such as personal savings, loans, grants, or investors. Lots of online businesses can be started with very minimal start-up costs.	<input type="checkbox"/>
9	Set up an accounting system: Implement an accounting system or software to track your income, expenses, and manage financial records. I like to use Xero , which has a low monthly fee but you can try it for free.	<input type="checkbox"/>
10	Think about your marketing strategy: Identify your target audience, create a brand identity, and plan your marketing activities, including online presence, social media, advertising, and PR efforts. Always keeping in mind where your ideal client/target audience are most likely to be.	<input type="checkbox"/>



RACHEL BLOOMFIELD COACHING

BUSINESS START-UP CHECKLIST

№	ACTIVITIES	<input checked="" type="checkbox"/>
11	Set up a website and online presence: Build a professional website, establish social media profiles, and consider other digital marketing channels to reach your target audience. Decide whether you wish to build your own website using Wix, Shopify, Squarespace, etc. or hire a website designer to do it for you.	
12	Set up a physical location or office: If applicable, secure a suitable location for your business operations and set up your physical workspace with necessary equipment and supplies.	
13	Determine your staffing needs: will you need employees from the start? If so, you will need to register with gov.uk as an employer, create job descriptions, and recruit, hire, and train employees as required.	
14	Create a launch plan: Develop a timeline and strategy for launching your business, including pre-launch marketing, grand opening events, or initial product/service offerings.	
15	Create a delegation wishlist! Think of all the tasks in your business that you would ideally like to outsource, research possible costs of these and then rank them in order of importance for you. You will then have a clear idea of how much you will need to be earning in your business before you can start outsourcing.	
16	Ensure you are set-up to take payments. Some websites (if you select premium packages) will take payments for you, you could also register with Stripe, PayPal and if you will be taking in-person payments consider a POS terminal such as a Square reader. You can also get started by simply providing bank details for clients to transfer into.	
17	Finally, have you set long-term, short-term and set-up goals for your business?	