

Business start-up checklist

Things to consider before you leap

Are you satisfied with where you are at now?

What further learning and skills will you need to start your own business?

Will you have the time and energy to focus on starting your own business?

What are the risks you are willing to take?

What is your "why"?

Planning

- Make a SWOT (strength, weakness, opportunities, threats) analysis.
- Narrow down your options.
- Research your target market.
- Research the competition.
- Find your unique selling point.
- Do up a budget (this will mostly be expenses at this stage).
- Set up a timeline.
- Attend webinars or courses, or do some research to gain the knowledge and skills required.
- Create business and marketing plans.
- Consider anything else that needs to be in place (and how you will measure your progress).
- Allow for me-time.
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Logistics

- Apply for an Australian Business Number (ABN) or New Zealand Business Number (NZBN).
- Choose a business name and register it.
- Apply for the necessary licences, permits and insurances.
- Open a business bank and/or PayPal account.
- Register domain name for your website and business email.
- Create social media accounts.
- Decide on a bookkeeping/accounting method.
- Hire a designer for your logo, website, business cards, etc.
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