



Setting Up Your Company

- Decide on your business entity.
If you decide on a sole proprietorship or general partnership you don't have to do anything. If you decide on an LLC or corporation then you will need to register with the your state. You can do this using Legal Zoom, IncFile, or a registered attorney. There will be fees that you will have to pay.

- Create your operating agreement.
This is applicable if there is more than one owner of the company. Some states require them but most don't.

- Obtain your Federal Employer Identification number (EIN)/Tax ID number.
If you are a sole proprietorship then this will be your social security number. If there is more than one owner, or the business is an LLC/Corporation then you will need to obtain an EIN. These are free from IRS.gov

- Trademark your business name if necessary.
This will protect your brand from people who want to plagiarize your hard work.

- Obtain your business permits and operating licenses if necessary.
Whether you're working from home or in a store, most states will require you to obtain a business licence/permit in order to start your business. Make sure that you are following the law and check with your local government.

- Get business insurance (if necessary)
Some businesses don't require business insurance but it never hurts to have it for your protection. Call your local insurance agent and see if you qualify.

- Open business bank accounts in the company name.
This can be with a standard banking institution or through an online institution like Paypal. Make sure that you are keeping your personal accounts and business accounts separate.

- Create a merchant account for payments.
This is how you will accept payments. Paypal and Squarespace are popular. Your banking institution may have their own. There are also seller interfaces like shopify and bigcommerce that will design a store and collect payments for you.

- Accounting software/accountant.



Depending on how complex your business is, an accountant may not be necessary. TurboTax and QuickBooks, however, are excellent for keeping your business organized for tax season.

- ❑ Get a business phone number.

A virtual phone system is an excellent way to add a professional touch to your business. This keeps your business and personal life private. Google offers numbers for free and you can take calls, text messages, and voicemails through their app. There are other paid service providers as well that offer other services.

- ❑ Buy a domain name, create a website, and set up a professional email.

Today, it is absolutely necessary for a business to have a website. Companies like Bluehost are great for providing all-around services for companies needing website hosting. Wordpress is also a great free design system for building a website. Once you have established your domain name through a provider also set up a professional email address.

- ❑ Create a logo.

This should be something simple that will immediately identify your company. The simpler the better.