

Business Startup Checklist – Foundation Edition

LC Business Consultants & Advisory

Build it right. Build it protected. Build it to last.

Mindset & Clarity

- ■ Define your business idea in one clear sentence
- ■ Identify your target customer and who you do not serve
- ■ Choose your business model
- ■ Confirm your why and long-term vision

Business Structure & Legal Setup

- ■ Choose legal structure (LLC, Corporation, or Sole Proprietor)
- ■ Register business with the state
- ■ Obtain EIN from the IRS
- ■ Secure licenses and permits
- ■ Prepare operating agreement or bylaws

Financial Foundations

- ■ Open a business bank account
- ■ Separate personal and business finances
- ■ Set up bookkeeping system
- ■ Determine pricing and startup costs
- ■ Prepare for tax obligations

Brand & Identity

- ■ Finalize business name
- ■ Secure domain and professional email
- ■ Define brand colors, fonts, and tone
- ■ Clarify brand promise

Operations & Systems

- ■ Set client intake and payment process
- ■ Create refund, cancellation, and privacy policies

- ■ Define communication boundaries
- ■ Document workflows

Marketing & Visibility

- ■ Identify primary platform
- ■ Create basic content plan
- ■ Prepare bio and offer statement
- ■ Set realistic launch expectations

Compliance & Risk Check

- ■ Verify industry regulations
- ■ Confirm insurance requirements
- ■ Ensure contracts are in place
- ■ Understand data protection requirements

Launch Readiness Check

- ■ Legal registration complete
- ■ Financial systems separated
- ■ Policies and processes documented
- ■ Clear customer and payment path