



# HOW TO START A BUSINESS

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# 1

## Educate Yourself

- Research successful people in your industry
- Take notes of what the top 5 people in your field do
- Know everything about your business: experts, statistics, how to prosper

# 2

## Become An Expert

- Be obsessed
- Practice what you need to succeed (Ex: Speech, writing articles, creating campaigns, etc.)
- Schedule time each day to dedicate to learning and making the product or service.
- Wake up with a passion to make your business successful
- Stay updated on your industry: Set up Google Alerts

# 3

## Study Costs To Succeed

- Website: Wix or Weebly
- Domain Name: \$0.99 for first year with GoDaddy
- Marketing Material: Free with Canva
- Business Cards: \$25 at Staples or OfficeMax
- Customer or Data Management System
- Print & Online Marketing (Ex: Social Media Ads)
- Technology

# 4

## Make Your Business Legit

- Register the business and name (Ex: at the Ohio Secretary of State)
- Find a tax attorney to file your business taxes
- Get the licenses to sell your product or service

# 5

## Market Your Business

- Create your business name & design your logo
- Make an Instagram, Facebook, & LinkedIn business page
- Schedule content to promote: Blog & social media posts
- Develop a style & color that is consistent throughout your business

# 6

## Build A Network

- Attend networking events & pass out your business card
- Get the word out about your knowledge to show you are an expert
- Network with others in your industry and learn new tips
- Follow up via email with people you meet at events to build the connection
- Contact people to have a quick coffee and see how you can provide value to initiatives, consumers, and companies
- Find mentors to help you grow your business