

L. JANEL'S GUIDE

THINGS TO
DO FOR
YOUR
BUSINESS
OR START
A BUSINESS!



SIMPLE
THINGS
THAT
HELPED
ME

START WITH AN IDEA

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“Thoughts become things”

Speak it into existence and believe it

Do your research, study your craft

Attend events in your field

Let your creative juices flow

Execute your idea

What is it?

Who do you service? Target Audience?

What services do you provide?

What can I buy? (Supplies, merchandise, hair, style, classes book online or call to schedule?)

Come up with a business plan.

Financial goals

S.M.A.R.T goals

SMART is an acronym for the 5 elements

of **specific, measurable, achievable, relevant**, and time-based goals. It's a simple tool used by businesses to go beyond the realm of fuzzy goal setting into an **actionable** plan for results.

Personal goals

WHAT'S IN A NAME?

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Develop a name

-Does it have meaning

-Is it multipurpose/ transitional (can it be used to sell or brand anything)

Think of any major brand, look at their logo and research their story.

Search every platform to make sure your name is available - Facebook, Instagram, Twitter, Tumblr,

You want everything to be uniform, easy to find and easy to search.

Google to see if that name is available for your email address

Buy your domain- www.godaddy.com

Search and register your fictitious name - (\$70)

<https://www.corporations.pa.gov/>

LOGO AND WEBSITES

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Design a logo/ have one designed for you /hire graphic designer

Begin building your website via www.wix.com as low as \$20 monthly / hire web designer

Connect your domain to wix

Add/buy your professional email via wix- GSuite \$5.00 monthly

GO LEGAL

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Get your business license/EIN/Tax ID NUMBER

-Go to City hall, the municipal building or register online

<https://www.govdocfiling.com/tax-id-application-v2>

Your ein number can be used for everything business even down to opening a phone line on your business account

Make sure you know what type of business filing you want, need or have especially for tax purposes. Most online business wont need everything that other business will require.

When opening any wholesale accounts make sure you don't need a PA resell certificate

Sign up for PayPal business (really good for tracking your expenses and sales) or square

Get a business bank account

Set up your Dun & Bradstreet D-U-N-S Number. It's a unique nine-digit identifier for businesses.

If you still need help with this you can refer to a business center or www.LegalZoom.com

Get a business phone number; you can do this for free using Google voice. Make sure your voice mail is clean professional and clear.

Create a budget, track and maintain all expenses and remember its ok to out source.

Make sure you have terms and conditions, policies and procedures, give receipts and have a good turn around and response time.

Branding is very essential! Branding is one of the most important aspects of any business, large, small or retail. An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does "branding" mean? How does it affect a small business like yours?

Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors'. Your brand is derived from who you are, who you want to be and who people perceive you to be.

Always, wear your brand, talk about your brand and be your brand.

Hire a creative director / marketing / promotion

Schedule a professional photo shoot for your product or service for promotional use on your site/ social media

Get headshots done as well, you will never know when you will need them for flyers, invites etc.

Videography-1 min promo videos

Order business cards via www.vistaprint.com, they are as low as \$9.99 +S/H you can upload your design and speak directly to a customer service representative who will create or walk you through the process.

Order promotional products t -shirts etc.

www.shopallcustomeverything.com

Manufacturing/wholesale/drop shipping

Website maintenance, website building and logos

Patches- www.qualitypatches.com

Social media content (create a calendar for every post) don't just post anything make it meaningful and make it make sense.

Make sure your business page is public and be mindful of the things you post, people you post and things you attach your self to.

Use apps to schedule posts: Hoot suite/ every post.

Create a to-do list and get a planner, utilize your phone and scheduling apps as well!

Email blast - www.mailchimp.com

Text alerts – www.5linx.com

PIECE OF ADVICE

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Most importantly stay consistent and invest in your self and your brand! Pray and believe in your self.

I hope that you found this helpful, these are all the things I use daily and used when started my business. I have connected with other business owners, took classes and have done tons or research and I'm still doing it. It will get frustrating but don't give up in the long run you will appreciate every part of this process.

- Much Love

A handwritten signature in black ink, reading "Lign'e Meadows". The signature is written in a cursive, flowing style with a large initial "L" and a long, sweeping underline.