

# Small Business Checklist

## 8 Things to Ask Yourself When Starting a Small Business

- PASSION & PURPOSE** *Where does your passion lie, and what will your business stand for? Have you considered your mission statement that defines the meaning and purpose behind your business and plans for the company? What value will it bring to others?*
- FUNDING** *Do you have the proper funding to back this new venture, and have you taken into account monthly spend? Always look into numbers and your accounting before diving into a venture this big.*
- GOALS** *What are your short-term and long-term goals for the business, and are they easily attainable and trackable?*
- ENGAGE** *Do you have all the tools necessary to start engaging with customers? i.e. - {Facebook, Twitter, Instagram, Pinterest, Blog}*
- ORGANIC PROMOTION** *Do you understand the art of organic promotion, and are you ready to start sharing across social?*
- OFFERINGS** *Have you made a list of the things that you will be offering to your readers and customers? Make sure that you express what your business provides in a clear and concise way.*
- CAMPAIGNS/AFFILIATE MARKETING** *Will you be working on campaign and influencer marketing in order to reach new customers and leverage your brand?*
- SHOP** *Will you be creating an app for your store/website, are you solely having an online shop, or do you have plans for brick and mortar? Look into different ways that you can make the shopping experience easy and seamless.*