

STARTING THE BUSINESS OF YOU

1. Branding:

- Pick a name. Stick with your name or last name if consulting or public speaking is often involved.
- What are three things you DO? What makes you special? Don't be afraid to be specific. This can be refined later. Put it in a simple sentence.
- Moo.com or Vistaprint.com for business cards.
- Pick a two-color scheme. Keep it simple.
- Get a logo - KISS.

2. Legal:

- **Form a Generic LLC:** [GA Sec of State](#). Just need a credit card. No paperwork need, all online.

3. Social:

- **Facebook:** Form a page using your personal login. Add as a current job.
- **LinkedIn:** Add as a current job (in addition to your other ones!) or interest. Use a sentence to explain (see #1) and link back to website.

4. Website:

- create a simple landing page at first to lend credibility, answer basic questions, direct people to your google phone number and email. suggest [squarespace.com](#)
- **& Email:** matching domain name. Run through your google account and setup through squarespace (first year is free).

5. Banking:

- Keep this simple! Keep banking separate (debit card). Fund the business with a nominal amount of money or have the debit card draft automatically from your regular checking. This will keep an automatic record of expenses for you without having to work too much.
- If you are collecting funds, certainly keep the deposits separate as well. Having a separate depository account is better for the purpose of record keeping as well.
- If necessary, also get a credit card to track expenses separately.

6. Tax/Financial:

- REVIEW what you are doing in creating a 1099 status with your tax accountant.
- Get clear on what legitimate deductions are and are not.
- You may need to track mileage or establish a "home office" to receive special tax deductions.

7. Activate your Network:

- write helpful, short LinkedIn articles with three pieces of actionable advice.
- if social is your game, create a framework for regular posts to drive traffic. squarespace website platform allows you to push to multiple other formats (e.g., facebook).

