



# Entrepreneur Enlightenment Academy

*THRIVE in Business while following Your Purpose!*

## Business Set-up Checklist

1. Find out what you love doing and you would do it for free if you had \$10M in the bank.
2. Find out your strengths and how they apply to what you love doing.
3. Decide what type of people/ businesses you would like to serve. Those are people whom by serving, you will accelerate the fulfillment of your purpose.
4. Find a name for your business that clearly indicates what you do or what results your business provides. If you cannot come up with a name then use your own name to start.
5. Buy the website domain name (if it's taken reconsider the business name as it's not unique enough)
6. Register your business (<https://www.canada.ca/en/services/taxes/business-number.html>)
7. Write a story about how you came to do what you do and how you gained your expertise
8. Describe the problems or pains of your client and the solutions you provide
9. Write about what you offer and how you work with people
10. Have a professional headshot or full body picture taken
11. Write some valuable information that your ideal client would love to have a free eBook, audio or video. This will be the reason people will give you their e-mail and will be added to your contact list.
12. Hire someone to do your website (just a basic one for now, not more than \$3K)
13. Make an e-mail list of all the people you know, ask their permission to receive your e-mails. Use a mailing system (Mailchimp, ActiveCampaign) to send monthly news. Then start to build your e-mail list.
14. Offer your services to a few people who match your ideal client profile in exchange for testimonials. I only recommend 3 free sessions, then start charging about half of what an experienced professional in your area charges, do 5 sessions like this then increase prices again.
15. Put testimonials visible on your website. Put pictures with you doing your work with your clients, this ads credibility and give potential clients an insight into your energy.
16. Research networking places where your ideal clients are. Go out to meet people and get clients.
17. Open a bank account, obtain a business credit card and set up some method of receiving payment.
18. Join a mastermind group or business coaching program where you can talk about what you do in a safe environment and to get positive and honest feedback. Ask me about joining EEA.
19. Talk to colleagues and friends, tell them what you do and ask them to refer you to potential clients.
20. Be active on social media sites and start positioning yourself as an expert in your area of expertise.
21. Connect with as many people as possible, with other business owners and potential clients. Thrive!