



ENTREENGAGE!

STARTING A NEW BUSINESS PLANNER

BUSINESS NAME:

CLICK HERE
FOR MORE
WORKSHEETS
& RESOURCES



STARTING A NEW BUSINESS PLANNER



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ENTREENGAGE.COM

Welcome!

Welcome to our Starting a New Business Planner!

Are you thinking of starting a small business? Not sure if it is the right step for you? Worried that you are not sure what all is involved?

This is the point of my planner. Before you take any major steps towards starting your business, this planner will walk you through each stage. Obviously, not everything here will apply to your particular business idea, but it will get you thinking about all the things you need to consider before you make your final decision to proceed with a new venture.

The pages are not numbered, in case you wish to print a page more than once (such as the competitor page) or there is a page here that does not apply to your business.

Remember to follow us at <https://entreengage.org> for weekly advice for your small business.

Wishing you great success!

Barry
EntreEngage

WHAT'S THE IDEA

THE BUSINESS IDEA

.....

BUSINESS WILL BE

<input type="radio"/> Selling Products	<input type="radio"/> Short-term	<input type="radio"/> Sole Proprietorship
<input type="radio"/> Selling Services	<input type="radio"/> Long-term	<input type="radio"/> Partnership
<input type="radio"/> Selling Products & Services	<input type="radio"/> Full-time	<input type="radio"/> Corporation
<input type="radio"/> Brand New Business	<input type="radio"/> Part-time	<input type="radio"/> LLC
<input type="radio"/> Buying an Existing Business	<input type="radio"/> Side Hustle	<input type="radio"/> Multiple Owners

TYPICAL BUSINESS PURPOSES

<input type="radio"/> Solve a Current Problem	<input type="radio"/> Help People Make Money	<input type="radio"/> Fulfill a Physical Need
<input type="radio"/> Solve a Future Problem	<input type="radio"/> Help Make People's Life Easier	<input type="radio"/> Fulfill an Emotional Need
<input type="radio"/> Help People Save Time	<input type="radio"/> Make Everyday Tasks Less Unpleasant	<input type="radio"/> Fulfill an Esteem Need
<input type="radio"/> Help People Save Money	<input type="radio"/> Fulfill a Psychological Need	<input type="radio"/> Fulfill an Educational Need

WHAT'S THE PURPOSE OF THE BUSINESS & HOW WILL YOU FULFILL THIS PURPOSE?

.....

1ST YEAR BUSINESS GOALS

QUANTIFY

<input type="radio"/>	→
<input type="radio"/>	→
<input type="radio"/>	→
<input type="radio"/>	→
<input type="radio"/>	→



WHAT TO SELL

PRODUCT TYPE		
<input type="radio"/> Handmade	<input type="radio"/> Wholesale	<input type="radio"/> Drop Shipping
<input type="radio"/> Private Label	<input type="radio"/> Print on Demand	<input type="radio"/> Digital
<input type="radio"/> Vintage	<input type="radio"/> Used / Second Hand	<input type="radio"/> Custom / Made to Order

SERVICE TYPE		
<input type="radio"/> Consulting	<input type="radio"/> Training / Teaching / Coach	<input type="radio"/> Professional Services
<input type="radio"/> Entertainment / Events	<input type="radio"/> Trade	<input type="radio"/> Food / Beverage Service
<input type="radio"/> Writing / Design	<input type="radio"/> Technical	<input type="radio"/> Management
<input type="radio"/> Food / Beverage Service	<input type="radio"/> Travel	<input type="radio"/> Lodging
<input type="radio"/> Childcare	<input type="radio"/> Rental / Leasing	<input type="radio"/> Content

INITIAL PRODUCT LIST	INITIAL SERVICES LIST
.....
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>

LEGALITIES TO CONSIDER		
QUESTION	YES	NO
<input type="radio"/> Will you need to patent the idea?		
<input type="radio"/> Has someone already patented the idea?		
<input type="radio"/> Are there any copyright or trademark issues?		
<input type="radio"/> Are there any liabilities to selling this product and/or service?		
<input type="radio"/> Will the product /service need a warning?		
<input type="radio"/> Are you qualified to offer these products and/or services? ?		
<input type="radio"/> Will you need special training and/or certification to offer these products and/or services? ?		



WHO IS ALREADY SELLING IT

COMPETITOR:		YEARS IN BUSINESS:	
LOCATION / PLACES THEY SELL		THEIR STRENGTHS / WHAT CUSTOMERS LIKE	
<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
THEIR WEAKNESSES / WHAT CUSTOMERS DISLIKE		WHAT IS UNIQUE ABOUT THEIR OFFERING?	
<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
HOW ARE THEY PROMOTING THEIR BUSINESS?		ARE THEY DOING ANYTHING YOU CAN'T?	
<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
WHAT ARE THEIR TOP SELLERS?		ARE THEY TARGETING ANYONE YOU AREN'T?	
<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
WHAT IS THEIR PRICE RANGE?			



WHO TO SELL TO

AGE RANGE:	
GENERATION	%
Silent (1928-1945)	
Baby Boomer (1946-1964)	
Gen X (1965-1981)	
Millennials (1982-1996)	
Gen Z (1997-2010)	
Gen Alpha (2011+)	

GENDER	
	%
Male	
Female	

TYPE	
	%
End User / Consumer	
Other Businesses	

EDUCATIONAL LEVEL	
	%
High School	
College Graduate	
Post Graduate	

FREQUENCY	
	%
Year Round	
Seasonal	
Monthly	
One Time	

PROFESSIONS	
	%

GEOGRAPHIC LOCATION	
	%

AVERAGE INCOME	
	%
Under \$25,000	
\$25,000 - \$50,000	
\$50,000 - \$75,000	
\$75,000 - \$100,000	
\$100,00 - \$150,00	
\$150,00 - \$200,00	
\$200,000+	

SOCIAL MEDIA SITES THEY ARE ON	
	%
Facebook	
Pinterest	
Twitter	
Instagram	
Snapchat	
YouTube	
Tik Tok	



CUSTOMER ANALYSIS

MY TARGET CUSTOMER	
BLOGS THEY READ	PRINT PUBLICATIONS THEY READ
<ul style="list-style-type: none">○○○○○	<ul style="list-style-type: none">○○○○○
BRANDS THEY LIKE	WHO INFLUENCES THEIR PURCHASES
<ul style="list-style-type: none">○○○○○	<ul style="list-style-type: none">○○○○○
PURCHASING HABITS	BUYING POWER
<ul style="list-style-type: none">○○○○○	<ul style="list-style-type: none">○○○○○
WHAT ARE THEIR PAIN POINTS YOU ARE SOLVING?	SECONDARY TARGET MARKETS
<ul style="list-style-type: none">○○○○○	<ul style="list-style-type: none">○○○○○



MARKET ANALYSIS

MARKET SIZE & MARKET VALUE	
# of Competitors	
Potential Market Share = $1 / (\# \text{ of Competitors} + 1)$	%
# of Overall Potential Customers	
My Market Size = # Overall Potential Customers x Potential Market Share	
My Average Sales Amount	\$
My Market Value = Market Size x Average Sales Amount	\$

MARKET GROWTH RATE		
	\$ OR #	% +/-
Market Size Last Year		
Market Size This Year		
Projected Market Size Next Year		

MARKET TRENDS	
FINANCIAL TRENDS	RISK FACTORS
○	○
○	○
○	○
SOCIAL TRENDS	CUSTOMER HABITS
○	○
○	○
○	○

GENERATIONAL CUSTOMER SIZE		
GENERATION	AGE	US POPULATION
Silent Generation	Born 1928-1945	24 Million
Baby Boomers	Born 1946-1964	72 Million
Generation X	Born 1965-1981	65 Million
Millennials	Born 1982 - 1996	72 Million
Gen Z	Born 1997 - 2010	90 Million
Generation Alpha	Born 2011- Present	N/A

✓ **HELPFUL TIP:** To find size of target market try local census data, market research studies online or use Google Keyword Planner to find number of monthly searches for your type of business or product.



SWOT ANALYSIS

MY STRENGTHS			
○ Things Business Does Well	○ Better Than Competition	○ Internal Resources	○ Tangible Assets
○		○	
○		○	
○		○	
○		○	

MY WEAKNESSES			
○ Things Business Lacks	○ Competition is Better	○ Resource Limitations	○ Lack of Skills
○		○	
○		○	
○		○	
○		○	

MY OPPORTUNITIES			
○ Untapped Market Niches	○ Lack of Competition	○ New or Emerging Needs	○ Already Established Audience
○		○	
○		○	
○		○	
○		○	

MY THREATS			
○ New / Emerging Competitors	○ Political, Economic Changes	○ Changes in Buying Behavior	○ Technology
○		○	
○		○	
○		○	
○		○	



PRODUCT RESEARCH

PRODUCT:	TYPICAL PRICE RANGE:
----------	----------------------

TOP FEATURES CUSTOMERS WANT	TOP FEATURES COMPETITORS HAVE
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>

COMPLAINTS ABOUT COMPETITIVE PRODUCTS	NEW UPCOMING FEATURES
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>

HOW PEOPLE ARE SEARCHING FOR THIS PRODUCT	
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>

COLORS, SIZES, MATERIALS & OTHER VARIATIONS	
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>



SERVICES RESEARCH

SERVICE:	TYPICAL PRICE RANGE:
----------	----------------------

TOP FEATURES CUSTOMERS WANT	TOP FEATURES COMPETITORS HAVE
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>

COMPLAINTS ABOUT COMPETITIVE PRODUCTS	NEW UPCOMING FEATURES
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>

HOW PEOPLE ARE SEARCHING FOR THIS SERVICE	
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>

DELIVERY METHODS & OTHER VARIATIONS	
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>



TESTING THE IDEA

PROTOTYPE FOR:	TIME NEEDED TO DEVELOP / TEST:
----------------	--------------------------------

PROTOTYPE CREATION	
MATERIALS NEEDED	COST
COST TO DEVELOP PROTOTYPE	\$

FEEDBACK FROM TEST GROUP	
WHAT TESTERS LIKE	WHAT TESTERS DIDN'T LIKE
○	○
○	○
○	○
○	○
○	○
○	○
○	○

CHANGES TO MAKE	
○	○
○	○
○	○
○	○
○	○
○	○
○	○
○	○



WHERE & WHEN TO SELL

BRICK & MORTAR OPTIONS

<input type="radio"/> Commercial Space	<input type="radio"/> Industrial Space	<input type="radio"/> Storefront
<input type="radio"/> Office Space	<input type="radio"/> Mall Space	<input type="radio"/> Inside Another Business' Space

ONLINE OPTIONS

<input type="radio"/> E-commerce Website	<input type="radio"/> E-commerce Marketplace	<input type="radio"/> Social Media Sites
<input type="radio"/> Blog	<input type="radio"/> Used Marketplaces	<input type="radio"/> Print on Demand

OTHER WAYS TO SELL

<input type="radio"/> Come to Customer's Home or Site	<input type="radio"/> Wholesale / Distributors	<input type="radio"/> Mobile Units
<input type="radio"/> Sell out of Home	<input type="radio"/> Third Party Sales Force	<input type="radio"/> Sales Agents & Affiliates
<input type="radio"/> Sell out of Car	<input type="radio"/> White Label*	<input type="radio"/> Import / Export
<input type="radio"/> Kiosk	<input type="radio"/> Value Added Resellers**	<input type="radio"/> Farmer's Markets
<input type="radio"/> Pop-up / Temporary	<input type="radio"/> OEM***	<input type="radio"/> Selling Apps

OPERATING HOURS

DAY	HOURS
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

OPERATING MONTHS

MONTH	DATES
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

*Your products are rebranded by resellers.

**Companies add to your products and they resell.

***Sell a product that will be sued in another product only.



BRICK & MORTAR COMPARISON

	SPACE #1	SPACE #2	SPACE #3
Type of Space			
Location			
Monthly Rent			
Monthly Utilities			
Property Taxes			
Maintenance Fees			
Other Costs	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>
Renovations?	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>
TOTAL MONTHLY COST	\$	\$	\$
Pros	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
Cons	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

WHAT'S NEEDED		
<input type="radio"/> In a Specific Part of Town	<input type="radio"/> Parking	<input type="radio"/> Foot Traffic
<input type="radio"/> Meets Certain Safety Standards	<input type="radio"/> Accessibility	<input type="radio"/> Good Visibility
<input type="radio"/> Meets Zoning requirements	<input type="radio"/> Near Customers	<input type="radio"/> City Ordinances
<input type="radio"/> Meets Special Technology Services	<input type="radio"/> Near Other Businesses	<input type="radio"/> Other _____
<input type="radio"/> Meets Certain Legal Requirements	<input type="radio"/> Near Competitors	<input type="radio"/> Other _____



WHERE TO SELL ONLINE

E-COMMERCE PROVIDERS

<input type="radio"/> 3D Cart	<input type="radio"/> Big Cartel	<input type="radio"/> Big Commerce
<input type="radio"/> Shopify	<input type="radio"/> Square	<input type="radio"/> Volusion
<input type="radio"/> Weebly	<input type="radio"/> Wix	<input type="radio"/> WooCommerce

MARKETPLACE SELLING SITES

<input type="radio"/> Amazon	<input type="radio"/> Amazon Handmade	<input type="radio"/> Brika
<input type="radio"/> Etsy	<input type="radio"/> Facebook / Instagram Shops	<input type="radio"/> Houzz
<input type="radio"/> iCraft	<input type="radio"/> Jet	<input type="radio"/> Minted
<input type="radio"/> New Egg	<input type="radio"/> Pixie Market	<input type="radio"/> Poketo
<input type="radio"/> Shoptiques	<input type="radio"/> Storeenvy	<input type="radio"/> Sundance Catalog
<input type="radio"/> Target+ Marketplace	<input type="radio"/> The Grommet	<input type="radio"/> Uncommon Goods
<input type="radio"/> Walmart Marketplace	<input type="radio"/> Wayfair	<input type="radio"/> Wrapables
<input type="radio"/> Zulily		

SECOND HAND SELLING SITES

<input type="radio"/> ASOS Marketplace	<input type="radio"/> Carousell	<input type="radio"/> Depop
<input type="radio"/> Ebay	<input type="radio"/> Facebook Marketplace	<input type="radio"/> Good Fair
<input type="radio"/> LetGo	<input type="radio"/> Mercari	<input type="radio"/> Poshmark
<input type="radio"/> Real Real	<input type="radio"/> ThredUp	<input type="radio"/> Tradesy
<input type="radio"/> Vinted		

PRINT ON DEMAND SELLING SITES

<input type="radio"/> CafePress	<input type="radio"/> Canva	<input type="radio"/> Creative Market
<input type="radio"/> Kite.ly	<input type="radio"/> Merch by Amazon	<input type="radio"/> Printful
<input type="radio"/> Printify	<input type="radio"/> Red Bubble	<input type="radio"/> Threadless
<input type="radio"/> Society6	<input type="radio"/> Spoonflower	<input type="radio"/> Zazzle

DIGITAL SELLING SITES

<input type="radio"/> Gumroad	<input type="radio"/> PayHip	<input type="radio"/> Sellfy	<input type="radio"/> SendOwl
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OTHER ONLINE SELLING SITES

DROP SHIPPERS		
<input type="radio"/> AliExpress	<input type="radio"/> Doba	<input type="radio"/> Dropshipper.com
<input type="radio"/> Inventory Source	<input type="radio"/> MegaGoods	<input type="radio"/> Oberlo
<input type="radio"/> National Dropshippers	<input type="radio"/> SaleHoo	<input type="radio"/> Spocket
<input type="radio"/> Sunrise Wholesale	<input type="radio"/> via Amazon	<input type="radio"/> Wholesale 2B
<input type="radio"/> Wholesale Central	<input type="radio"/> Worldwide Brands	

WHOLESALEERS		
<input type="radio"/> Alibaba	<input type="radio"/> DH Gate	<input type="radio"/> Faire
<input type="radio"/> JDS Gifts	<input type="radio"/> Kole Imports	<input type="radio"/> Liquidation
<input type="radio"/> Orange Shine	<input type="radio"/> Worldwide Brands	

PRIVATE LABELS		
<input type="radio"/> A1 Tablecloth	<input type="radio"/> AEEmpire	<input type="radio"/> Alanic
<input type="radio"/> Apliq	<input type="radio"/> Bambini	<input type="radio"/> BBSTrend
<input type="radio"/> By Paige	<input type="radio"/> Canggu & Co	<input type="radio"/> Casting House
<input type="radio"/> Colored Organics	<input type="radio"/> Crafting Beauty	<input type="radio"/> Design Imports
<input type="radio"/> Econic Apparel	<input type="radio"/> Galison	<input type="radio"/> Gym Leggings
<input type="radio"/> Hawthorn	<input type="radio"/> Just Vision It	<input type="radio"/> Mana Cosmetics
<input type="radio"/> Mooseberry	<input type="radio"/> Natural Skincare	<input type="radio"/> Nature Design Crafts
<input type="radio"/> Netraco	<input type="radio"/> Oro Alexander	<input type="radio"/> Pom Boutique
<input type="radio"/> Radical Cosmetics	<input type="radio"/> Royal Apparel	<input type="radio"/> Shop Frolick
<input type="radio"/> Shopcbstudio	<input type="radio"/> Six Label	<input type="radio"/> Thomas Net
<input type="radio"/> Under the Nile	<input type="radio"/> Vitelle Lab	<input type="radio"/> Welburn Candles
<input type="radio"/> Wrappily	<input type="radio"/> Zodax	

COURSE PLATFORMS		
<input type="radio"/> Academy of Mine	<input type="radio"/> Flora LMS	<input type="radio"/> Kajabi
<input type="radio"/> Learn Dash	<input type="radio"/> Podia	<input type="radio"/> Ruzuku
<input type="radio"/> Skillshare	<input type="radio"/> Teachery	<input type="radio"/> Teachable
<input type="radio"/> Thinkific	<input type="radio"/> Udemy	<input type="radio"/> WizIQ



WHERE TO SELL ONLINE ANALYSIS

NAME OF SITE:	TYPE OF SITE:
Monthly Fees:	Transaction Fees:
Listing Fees:	Other Fees:
Upfront Costs:	Minimum Orders:
Who Handles Shipping:	Who Handles Returns:
Who Handles Production:	Who Handles Fulfillment:
Popular Products <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Types of Products Not Permitted to Sell <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
Pros of Selling Here <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Cons of Selling Here <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
What is Needed to Start Selling Here <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Marketing Services They Provide <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>



WHAT'S NEEDED

	YES	NO	SPECIFICS
Retail Space			
Commercial Space			
Office Space			
Home Office			
Industrial Space			
Mobile Unit			
Storage / Warehouse			
Manufacturing Space			
Manufacturers			
Equipment			
Kitchen Space			
Suppliers			
Supplies			
Vehicles			
Employees			
Managers			
Contractors			
Professional Services			
Special Technology			
Special Training / New Skills			
Permits			
Certifications			
Licenses			
Insurance			
Regulations			
Phone			
Internet			
IT Security			
Surveillance Security			
Other:			
Other:			



EQUIPMENT NEEDED

ITEM	LEASE OR BUY	SUPPLIER	ONE TIME COST	MONTHLY COST
		SUB TOTALS	\$	\$
*TOTAL START UP EQUIPMENT COSTS			\$	

✓ **HELPFUL TIPS**

- Equipment is any type of machinery or item needed to produce the product or service.
 - Tour a similar business to take note of their equipment as you will likely have the same needs.
 - Sometimes buying an existing business is a better option if you also acquire their equipment in the purchase.
- * Multiply total monthly costs by 3 and add to total one time costs.



INSURANCE PERMITS & LICENSES

INSURANCE			
TYPE	YES	NO	MONTHLY COST**
General Liability			
Professional Liability			
Property			
Errors & Omissions			
Commercial Vehicles			
Medical			
Disability			
Other:			
*TOTAL START UP INSURANCE COSTS			\$

PERMITS & LICENSES			
TYPE	YES	NO	MONTHLY COST**
General Business License			
Professional Licenses			
Sales Tax Permit			
Zoning Permit			
Home Occupation Permit			
Health Permit			
Building Permit			
Other:			
*TOTAL START UP FEES			\$

* Multiply total monthly costs by 3.

**If paying a yearly or one time fee, divide by 12.



HOW TO MARKET

STRATEGY	POSSIBLE TACTICS	ONE TIME COSTS	MONTHLY COSTS
ADVERTISING	<input type="radio"/> <input type="radio"/> <input type="radio"/>		
SOCIAL MEDIA	<input type="radio"/> <input type="radio"/> <input type="radio"/>		
EMAIL / DIRECT MAIL	<input type="radio"/> <input type="radio"/> <input type="radio"/>		
CONTENT MARKETING / BLOGGING	<input type="radio"/> <input type="radio"/> <input type="radio"/>		
PUBLICITY	<input type="radio"/> <input type="radio"/> <input type="radio"/>		
SEO	<input type="radio"/> <input type="radio"/> <input type="radio"/>		
BRANDING / PACKAGING / PRODUCT PHOTOGRAPHY	<input type="radio"/> <input type="radio"/> <input type="radio"/>		
OTHER	<input type="radio"/> <input type="radio"/> <input type="radio"/>		
SUB TOTALS		\$	\$
*TOTAL START UP MARKETING COSTS		\$	

* Multiply total monthly costs by 3 and add to total one time costs.



WHAT TO CHARGE

PRODUCT PRICING CALCULATOR

# Units that can be physically produced in one hour	
Hourly Wage*	
TOTAL LABOR COST FOR 1 UNIT = HOURLY WAGE / # UNITS	\$
Material costs (for 1 unit)	\$
Overhead costs (ie. fees, ads, packaging etc for 1 unit)	\$
TOTAL COST = LABOR COSTS + MATERIAL COSTS + OVERHEAD COSTS	\$
Markup percentage (i.e. if 50%, put 1.5)	
PRODUCT PRICE = TOTAL COST x MARKUP PERCENTAGE	\$

SERVICES PRICING CALCULATOR

Hourly Wage*	\$
# of hours needed to complete service	
TOTAL LABOR COST FOR 1 SERVICE = HOURLY WAGE X # HOURS NEEDED	\$
Material costs (for 1 unit)	\$
Overhead costs (i.e. fees, ads, gas, etc. for 1 service)	\$
TOTAL COST = LABOR COSTS + MATERIAL COSTS + OVERHEAD COSTS	\$
Markup percentage (i.e. if 50%, put 1.5)	
SERVICE PRICE = TOTAL COST x MARKUP PERCENTAGE	\$

HOW WILL YOU GET PAID

<input type="radio"/> Cash	<input type="radio"/> Credit Card	<input type="radio"/> Check	<input type="radio"/> PayPal	<input type="radio"/> Invoice	<input type="radio"/> Other:
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✓ HELPFUL TIPS

- Is the price you calculated still competitive?
- Should you set a lower price than competitors strictly to get sales and market share?
- Should you set a high price to show exclusivity?
- Should you start high and gradually lower your prices?
- Should you offer products and services in various price points to appeal to all buyers?
- Are there other factors affecting the price you can charge (i.e. sales tax, free shipping etc.)
- Do you expect customers to pay immediately or you will have payment terms? If yes, what are the terms?

*The wage you are paying someone or the wage you wish for yourself if you are the labor source.



HOW TO STAFF

JOB DESCRIPTION	FT/PT/ CON*	HOURLY WAGE	# OF HOURS A MONTH

MY HOURS		
WORK DAY	WORK DAY HOURS	TOTAL HOURS
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
TOTAL HOURS		

✓ **HELPFUL TIPS**

- Will you need to write job descriptions?
- Where will you find potential employees and will it be difficult?
- Who will interview potential employees?
- Who will train employees?
- What benefits will you offer full time employees?

* Full time, Part time, Contract or Freelance employees



POSSIBLE START UP COSTS

DESCRIPTION	COST*
Office/Retail/Commercial/ Industrial Space Monthly Rent	
Manufacturing Space Monthly Rent	
Storage / Warehouse Space Monthly Rent	
Equipment Purchases and Rentals	
Supply Purchases	
Vehicle-Related (vehicles, gas, insurance)	
Website Development, Maintenance & Hosting	
Product Development	
Inventory	
Marketing	
Packaging	
Shipping	
Travel	
Incorporation Fees	
Legal Fees	
Permits & License Fees	
Professional Services	
Insurance (3 months of payments)	
Payroll / Wages / Benefits (3 months)	
Interest on Loans	
Credit Card Processing Fees	
Other:	
Other:	
Other:	
Other:	
Other:	
Other:	
Other:	
Other:	
Other:	
TOTAL START UP FUNDS NEEDED	\$

*In terms of rent and other monthly fees and costs, insert the monthly amount x 3, as start up costs should cover the first three months of business, giving you time to bring in revenues.



HOW TO FINANCE

TYPICAL SOURCES OF FINANCING

<input type="checkbox"/> Personally Fund	<input type="checkbox"/> Grants	<input type="checkbox"/> Line of Credit
<input type="checkbox"/> Angel Investor/Crowd Funding	<input type="checkbox"/> Small Business Loan	<input type="checkbox"/> Government Economic Programs
<input type="checkbox"/> Loans from Family & Friends	<input type="checkbox"/> Strategic Partner(s)	<input type="checkbox"/> Barter with Other Businesses

INVESTOR	AMOUNT	INTEREST %
FRIENDS & FAMILY		
1		
2		
3		
ANGEL INVESTORS / CROWD FUNDING		
1		
2		
3		
SMALL BUSINESS LOANS / LINE OF CREDIT		
1		
2		
3		
GRANTS / GOVERNMENT PROGRAMS		
1		
2		
3		
STRATEGIC PARTNERS		
1		
2		
3		
OTHER		
1		
2		
TOTAL	\$	



NEW PRODUCT SPECIFICATION

PRODUCT:	SKU:
----------	------

HRS NEEDED TO PRODUCE:	EST. LAUNCH DATE:
------------------------	-------------------

FINAL FEATURE LIST
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>

TECHNICAL SPECS
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>

OPTIONS
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>

REQUIRED MATERIALS
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>

PRODUCT PACKAGING
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>

SHIPPING PACKAGING
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>

PRICING INFORMATION					
MATERIAL COSTS	LABOR COSTS	SHIPPING COSTS	OTHER OVERHEAD	FINAL PRICE	PROFIT MARGIN



NEW SERVICE SPECIFICATION

SERVICE:	EST. LAUNCH DATE:
----------	-------------------

# OF STAFF NEEDED:	TIME NEED TO COMPLETE:
--------------------	------------------------

INCLUDED IN SERVICE OFFERING
<input type="checkbox"/> _____
<input type="checkbox"/> _____
<input type="checkbox"/> _____
<input type="checkbox"/> _____
<input type="checkbox"/> _____

TECHNICAL SPECS
<input type="checkbox"/> _____
<input type="checkbox"/> _____
<input type="checkbox"/> _____
<input type="checkbox"/> _____
<input type="checkbox"/> _____

OPTIONS
<input type="checkbox"/> _____
<input type="checkbox"/> _____
<input type="checkbox"/> _____
<input type="checkbox"/> _____
<input type="checkbox"/> _____

REQUIRED PHYSICAL MATERIALS
<input type="checkbox"/> _____
<input type="checkbox"/> _____
<input type="checkbox"/> _____
<input type="checkbox"/> _____
<input type="checkbox"/> _____

DELIVERY METHODS
<input type="checkbox"/> _____
<input type="checkbox"/> _____
<input type="checkbox"/> _____

PHYSICAL COMPONENTS
<input type="checkbox"/> _____
<input type="checkbox"/> _____
<input type="checkbox"/> _____

COST PER UNIT				
MATERIAL COSTS	LABOR COSTS	DELIVERY COSTS	OTHER OVERHEAD	DESIRED PROFIT MARGIN



FINAL PRODUCT LIST

PRODUCTS		
PRODUCT NAME	PRICE	SKU



FIRST YEAR SALES GOALS

MONTH	PROJECTED REVENUES	COST OF SALES	MONTHLY EXPENSES	PROFIT
TOTALS	\$	\$	\$	\$

PRODUCT / SERVICE	EST. % OF OVERALL SALES
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%
	%



CHOOSING A BUSINESS NAME

BUSINESS NAME IDEA	NAME AVAILABLE?	URL AVAILABLE?	EASY TO SPELL?	EASY TO SAY?

- ✓ **HELPFUL TIPS**
- Is the name memorable?
 - Is the name descriptive of the business?
 - Does the name work internationally (if applicable)?
 - Have you tested it with friends and family?
 - For more tips, read my post: [My 8 Most Important Tips When Choosing a Business Name](#).



STARTUP CHECKLIST

	GENERAL		BUILDING & SUPPLIES
	Choose Business' Legal Structure		Obtain Operating / Work Space
	Choose Business Name		Obtain Equipment
	Conduct NUANS Search on Name		Hire Manufacturing
	Register Business Name		Hire Suppliers
	File Trademark Papers for Business Name		Obtain Supplies and Materials
	Draw up Partnership Agreement (if applicable)		Obtain Storage / Warehouse Space
	File Incorporation Papers (if applicable)		Apply for Zoning
	Obtain Business License		STAFFING
	Write Business Plan		Study Labor Laws
	Obtain Federal, State, Local Licenses		Apply for Workers Compensation
	Obtain Permits		Learn Workplace Regulations
	Obtain Registrations		Set up Payroll System
	Obtain Certifications		Hire & Train Employees
	Obtain Regulations		Draw up Employment Agreements
	Obtain Insurance		Determine Employee Medical & Benefits
	Apply for Federal Tax ID Number		SALES & MARKETING
	Apply for State /Provincial Taxes		Set up Billing and Payment System
	Obtain Domain (url) Name		Set up a Point of Sale (SOS) System
	File Patents (if applicable)		Set up a CRM System
	FINANCIAL		Create a Marketing Plan*
	Set up PayPal Account		Create a Logo / Colors / Fonts / Brand Identity
	Set up Business Bank Account		Write a Slogan / Tag Line
	Set up Business Checks		Create Business Cards
	Set up Business Credit Card		Create Signage
	Set up Business Line of Credit		Create Website
	Arrange for Loans/ Financing		Create Blog
	Set up Accounting System		Set up Email Account
	Create Business Invoices		Create Packaging
	PROFESSIONAL SERVICES		Have Product Photography Taken
	Hire an Accountant		Set up Shipping
	Consult an Insurance Advisor		Create Order Forms & Receipts
	Hire Marketing Services		Set up Social Media Profiles

*See my 96-page Marketing Planner in my shop



ECOMMERCE SETUP

GENERAL	PRODUCT LISTINGS
Choose E-Commerce Platform	Product Listing Titles
Choose Hosting Provider (if needed)	Product Descriptions
Choose Store Design / Theme / Template	Multiple Product Images, Angles (360 degree views) and Zoom
STORE FRONT	Product Videos
Shop Banner, Logo & Other Brand Graphics	Size Charts / Colors / Dimensions
Landing / Home Page Design	Material List / Ingredient List
Promotional Graphics and Links	Quantity Box
Best Seller or Most Popular Product Links	Variations / Drop Down Menus
Call to Actions to Move Customers to Certain Pages	Tags / Keywords
Search Functionality	Filtering & Sorting Options
Ticker Displaying Specials, Promotions, Free Shipping Offers	Prices, Taxes & Shipping Charges
Shop Sections / Categories	Sales Offers / Discounts
New Arrivals Section	Social Media Share Icons
Social Media Icons	Payment Options
Social Media Preview	Customer Reviews, Ratings & Comments
Recently Viewed Section	Call to Action / Buy Button / Add to Cart
Blog Section	You Might Also Like / Customers Also Bought Suggestions
Other Languages Functionality	Product Availability Alert
Other Currencies / Currency Converter	Product Stats such as Shares, Views, Sales, Wish Lists
Trusted Shopping Badges	Value Offers on Multiple Item Purchases
Shopping Cart Icon	Indicator if Product is Sold Out & to Join the Wait List
SHOPPING EXPERIENCE	CUSTOMER CHECKOUT & RETENTION
Return & Exchange Policy	Email Sign up and Opt In Offer
FAQs	Account Creation and Login
Contact Us	Rewards / Loyalty Program
About Us	Favorites / Product Saves / Wish List
Help	Show Savings During Checkout
Customer Service Options	Promo Code Box
Email / Mail / Phone / Text	Domestic & International Shipping
Chat Bot / Live Chat	Shipping Provider / Delivery Partners
Order Status	Shipping Rates
Track Your Order	Multiple Shipping Methods
Shipping Information	Show Approximate Shipping Date
Gift Cards	Offer Financing Options like Payment Installments
Mobile App	Abandoned Cart Reminders
Terms & Conditions	Email Receipt with Tracking Number, Return Instructions
Privacy Policy	Thank Email Follow Up with Coupon
Legal Information	TECHNICAL
Retail Locations	Make Sure Site Works on All Browsers & Devices
Site Map	Test Site Speed So Pages Load Quickly
Copyright Notice	Make Sure Site is Responsive
Security Certificates	Test Checkout Process to Make Sure It Works
Supplier Information	Add Security to Site



ETSY STORE SETUP

	BRANDING		LISTING MANAGER
	Shop Name		Create Shop Sections
	Shop Banner		Research Etsy Keywords (3 to 6 word search phrases)
	Shop Icon		Write Listing Descriptions
	Personal Seller Photo		Write Listing Titles (140 Characters)
	FINANCIAL		Add 13 Titles Per Listing (Each 20 Characters at most)
	PayPal Account		Set Prices
	Credit Card		Add Variations (colors, materials, sizes, etc)
	Set Shop Currency		Add Drop Down Menus for Variations
	Set up Payment Settings		Add Personalization Options
	Set up Taxpayer ID		Add Product Photos (see below)
	INFO & APPEARANCE (OR "EDIT SHOP")		Add a 5 to 15 second Product Video
	Shop Title		Complete Shipping
	Shop Announcement		Attach Digital Item (if applicable)
	Message to Buyers		Set 4 Featured Products (Select Star Icon Beside Listing)
	Message to Digital Buyers		PRODUCT PHOTOS
	Local Markets		Primary Product Photo
	Shop Policies		Close Up Images of Key Features
	Shop Owner Profile		Side Angle Photos (if applicable)
	Rearrange Order of Listing in Store Front		Back of Product Photos (if applicable)
	Return & Exchange Policy		Scale / Size Product Photos
	Select Payment Options		Size Chart (if Applicable)
	Shipping Information		Colors & Other Variation Options
	Additional Policies & FAQs		Stylized Product Photos
	Private Receipt Info		Purchase Photo Mockups (Optional)
	Privacy Policy		Add Product Video
	Contact Info		ETSY ADS (OPTIONAL)
	ABOUT YOUR SHOP		Set Daily Ad Budget (\$10 to \$500)
	Shop Members / Production Partners		Select Listings to Run Ads On
	Personal Story		ETSY MARKETING (OPTIONAL)
	Mention Other Etsy Shops You Own		Run a Sale
	Add Links to Social Media Sites, Blog & Website		Send out Coupon Codes
	Add Production Photos and/ or Videos		Share Listings and Reviews on Social Media
	Where You Sell Locally		Upgrade to Etsy Plus
			Set up Custom Web Address



STARTUP TO DO LIST

	TASK	DATE TO BE DONE BY
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FINAL BUSINESS INFORMATION	
Business Owner #1:	Business Owner #2:
Business Name:	Website URL:
Tax ID Number:	State / Prov Tax ID Number:
Legal Structure:	Official Launch Date:
Business Email:	Business Phone:



THANK YOU



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