

THE SELF EMPLOYMENT SERIES

9. how to set up your business

1. find a suitable name that encapsulates your brand, business, values and what you offer. consider your market and how they would react to this name; would it encourage them to shop with you? would it make them doubt your service?
2. register your business as a sole trader, limited company or partnership.
3. logo and branding - hire a professional if this isn't your area as this is the visual representation of your business and will be the first thing people see when they find you.
4. email address and payment methods - you can either use a basic gmail email address or get one within a website package. you can use this to set up a paypal and/or stripe account so you're ready to make and take payments.
5. website - weebly, wix and squarespace all offer 'drag and drop' type builders which will save a lot of expense. there are various packages on each site so have a browse and see which site and package is most suited to you and your business needs. hire a professional IF your business depends on it.
6. social media - facebook, twitter, instagram, youtube, pinterest and google my business.

7. business plan - see my business plan videos if you need a walk through guide on how to do this and what to include :)

8. income/expense templates - start a spreadsheet for your financials, it can be basic as long as all your costs and income are logged. Keep all receipts!

9. contracts - draft up some basic contract templates for customers, suppliers and anyone else who you are likely to work with. search google for examples that are closer to your individual situation but the main things to include are: the cost, deadline, dates, the responsibilities of both parties and any other important details of the transaction.

10. invoice template - you may have software that automatically creates these for you but they're easy enough to make, if not. you can use Illustrator or Word and create a template, remember to number them and include your logo!

11. marketing materials - do you need physical marketing items? business cards, flyers, price lists? I would recommend getting business cards at the very least.

12. research - know your industry, brush up on your weaker areas and learn as much as you can about running a small business!

good luck and have fun!