The Ultimate Checklist when setting up your service based business

So you feel excited to start your service based small business but also feel overwhelmed as to how to go about it. You've spent hours searching the internet for every piece of information you can find but you are not finding it easy going.

I know what that feels like, you want to be clear about what you need to start your business but the information out there is lacking. That is why I have put together this checklist. Not every step will be necessary and you don't have to do everything before launching your business but at least this will make you aware of the steps you can or should take.

I've kept this brief so that it's easy to run through but if you want to go into more detail on each topic, watch out for my emails and check out my blogs and social media where I go into more detail.

Initial Set Up...

Identify the service you want to offer
Identify your unique selling point (USP)
Research the viability of the service you want to offer
Establish any financial requirements to start the business and where this will be sourced
Choose your business set up - sole trader vs Limited Company - seek professional advise if in doubt
Choose your business name
Decide on your business location
Open a business bank account
Secure your website domain
Secure your social media handles
Set up your office/workspace and purchase any equipment and supplies necessary
Get appropriate insurance
Set up an email address in your business name eg yourname@yourbusiness.co.uk



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Marketing Set Up...

Research and decide on your target audience
Draw up your ideal client persona
Identify your ideal clients pain points
Set your marketing goals
Set your marketing budget
Write your message to your target audience
Decide on which channels/medium you will use to reach your target audience
Determine your business vision and mission
Identify how you are going to capture your leads (Lead Magnet)
Identify how you are going to nurture your leads
Identify how you are going to sell to your leads
Identify how you are going to get referrals
Identify how you are going to get reviews
Choose how you will build authority/credibility
Write your elevator pitch
Determine your offer, packaging and pricing



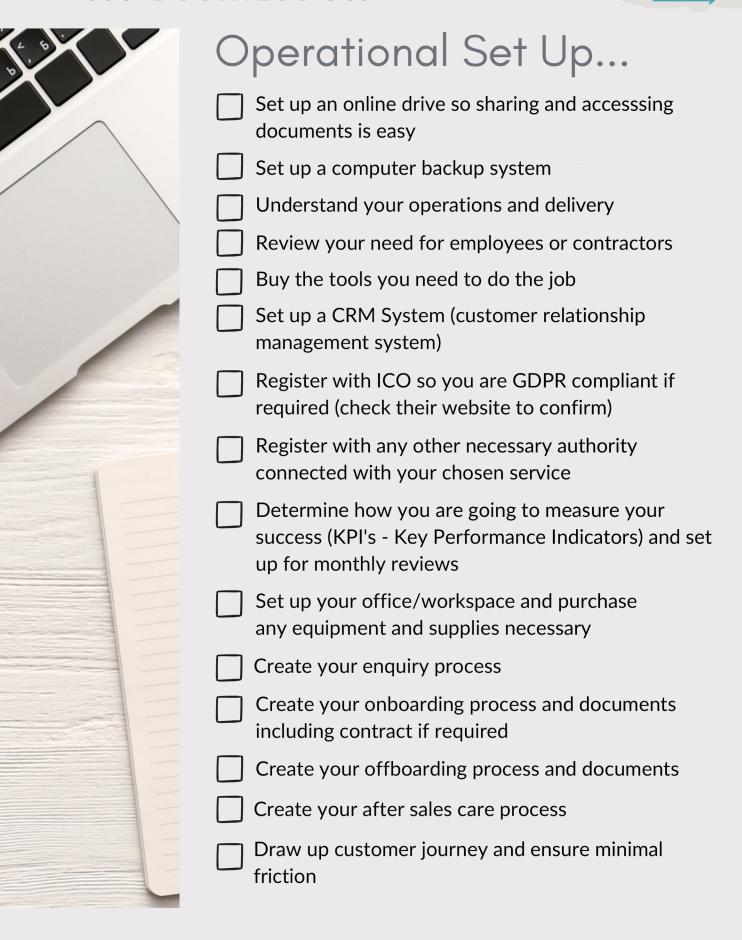
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Marketing Set Up Cont'd...

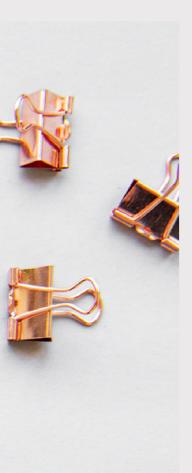
Decide on your branding including logo, colours, typography tone of voice, image style and vocabulary
Put together your content posting plan/calendar
Identify how you are going to measure your marketing
Using the above information create your marketing plan
Create your website
Optimise your website with SEO
Create an on brand email signature
Develop your lead magnet
Create Google Business profile
Research and attend Networking groups if appropriate
Create content for posting on social media/blogs/email etc
Put together your media pack
Set up your email sign up, nurture and sales funnels
Develop your story for sharing and identifying with your audience



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Operational Set Up Cont'd...

Set up a system for recording your finances, incon
and expenses
Decide on your business operating hours
If you are appointment based, set up your online diary so that your clients can book their own appointment when using a link
Draw up your service promise
Draw up your terms and conditions
Review if you need business cards/flyers and arrange for them to be designed and printed if required

Hi! I'm Ruth

I help service based small business owners create client-focused businesses so they convert and retain ideal clients again and again.

Can I help you do the same?

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