

ONLINE BUSINESS STARTUP CHECKLIST

Welcome to EricaMathews.com

Getting Started Phase.

It can be an overwhelming experience trying to figure out the exact steps to take when getting started and the How-To's of running your business online. So, I put together a checklist to guide you through the foundational startup process.

Note: If you do not have the time to go through the process of setting up your own website, feel free to contact us for our branding/design services. Email erica@ericamathews.com or Visit <http://ericamathews.com/branding> for details.

In this Startup Checklist, I will cover the following..

- Business Plan
- Tax Identification Number
- Business Contact Information: email, phone#
- Register Domain Name
- Set Up Hosting Account
- Install Wordpress
- Website Customization
- Create Offer (Email Marketing –Opt In Form)
- Setup Payment Processing System
- Social Media Profiles (increase your online visibility)

□ **Business Plan**

Before you get started online you need a plan.

-Write a Business Plan. (Write a short overview of your business)

Answer these questions:

- What kind of business do you want to start online?
- What is your business name?
- Business Model (How will you make money)
- What products & services do you offer? How much do you charge?
- Who do you serve?
- Who is your target market?
- What do you want to accomplish online and what are your goals?
- Mission Statement (set the tone for your business –your goals)
- How you plan to achieve your goals? (Marketing plan /strategy)

□ **Tax Identification Number**

- If you are serious about building a business, make sure that you are registered with “Department of the Treasury Internal Revenue Services”. Apply for your EIN number. The benefits of having a home business are for the tax breaks. You can write off resources you use for your home office, such as cell phone, utilities, home mortgage, office materials, gas mileage, etc. For assistance contact 1-800-829-4933.

□ **Business Contact Information**

- How will your clients/customers contact you? Setup a separate business email account as one of your contact resources.
- Purchase Business Cards

Register Your Domain Name

- Your domain name is your address on the internet. -business name or the name for your online identity. Example: businessname.com (.org, .info, .net)

Go to www.godaddy.com Search to see if your business name is available. Enter your business name in the search bar. Customer service number for GoDaddy. 1-480-505-8877

Here is a short video I found on YouTube to walk you through this process..
<http://youtu.be/rESiVcAZfBU>

Keep a record of your login # _____ and password _____.

Set Up Hosting Account

- After you register your domain name, you will have to host it on a server. I recommend [Hostgator](#) .
- Customer service number 1-866-96-GATOR (42867)

Here is a short video I found on YouTube to walk you through this process... <http://youtu.be/u4gunO49mlk>

Install Wordpress

- **Download Wordpress to your domain name.** Once your hosting account is setup, contact Hostgator customer service at 1-866-96-GATOR (42867) to do a Quick Install for Wordpress. This install only takes a few minutes.

ONCE YOU REGISTER YOUR DOMAIN, SETUP HOSTING ACCOUNT AND INSTALL WORDPRESS, YOU ARE NOW READY TO START CUSTOMIZING YOUR WEBSITE.

□ Website Customization

Create a website that works for you 24/7.

Here is a list of things you will need...

- Theme (There are a variety of themes to choose from. Wordpress offer plenty free themes, but with limited customization. I highly recommend that you do your research on types of themes before you make a purchase. Choose a theme that will fit the purpose for your business. For SEO ranking, there are themes such as Thesis, Genesis, WooThemes, just to name a few.

Also you can visit <http://themeforest.net/> .

- Colors
- Logo
- Tagline
- Header Banner
- Pages (Navigation bar: Home, About, Contact..)
- Social Media Integration (Facebook, Twitter, LinkedIn, etc)
- Plugins (this gives your website more functionality)

I go through these steps more in detail in my Wordpress programs.

□ Create Offer (Email Marketing –Opt In Form)

List Building is one of the main components of doing business online.

You want to build a list of people who are interested in what you have to offer. As of to date, the email marketing service I recommend is [Aweber](#).

Customer service number.. 1-877-293-2371.

- Create an Irresistible Offer (something of value) to give away in exchange for their name and email.
- Follow Up System (build a relationship with your list)

□ Setup Payment Processing System

This is where money will be coming into your business. E-Commerce of Shopping Carts. Setup automated systems such as...

- Paypal
- Shopping Cart
- Merchant Accounts
- Open Up A Business Checking Account

□ Social Media Profiles

Establish a social media presence to increase your online visibility.

- Example: Facebook, Twitter, LinkedIn
 - Find out where your target market hangs out and position your message in front of them on a consistent basis.
-

These are foundational steps in the Getting Started Phase.

Your next step will be business growth and marketing. Online marketing is a critical component to your business. You will need to get more eyeballs to your website to make sales. Here are a few tactics you will need to do...

- Drive traffic to your website
- Generate leads
- Attract clients
- Convert your website visitors into sales
- Learn Blogging techniques

In my 90 Day Coaching program, I help small business owners with online marketing training, helping you get greater results in the least amount of time! Also, in this program you will get assistance and done for you services with ALL of the information that I mentioned in the checklist.

To get started, visit <http://ericamathews.com/coaching>

If you have any questions... feel free to contact me at erica@ericamathews.com

I look forward to working with you!

Erica Mathews

