Authentic EDGE DESIGN & CO.

QUICKSTART STARTUP GUIDE MARKETING CHECKLIST

- [ ] **Brainstorm a name**- Need help? http://bit.ly/2PcPoMv
- [ ] **Secure a website domain.** (This may alter your final naming decision) www.godaddy.com
- [ ] **Define your target audience** and/or ideal customer.
- [ ] **Secure all social domains:** Instagram, Facebook, Linked In, Twitter and Pinterest. Use the same name as your business to stay consistent. Choose which network connects with your target audience. Don't know- check here http://bit.ly/2xW2CXu
- [ ] **Select a name & legal structure** (LLC., Corp, S Corp, etc.) Speak with a CPA if need be.
- [ ] **Search your competitors** and make sure your name and logo differ from theirs.
- [ ] **Have a logo designed.** A professionally created logo can make your business look professional and established.
- [ ] **Order business cards.** There are many online vendors: www.moo.com
- [ ] **Choose an email newsletter platform** to start building your list to market to. www.mailchimp.com

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