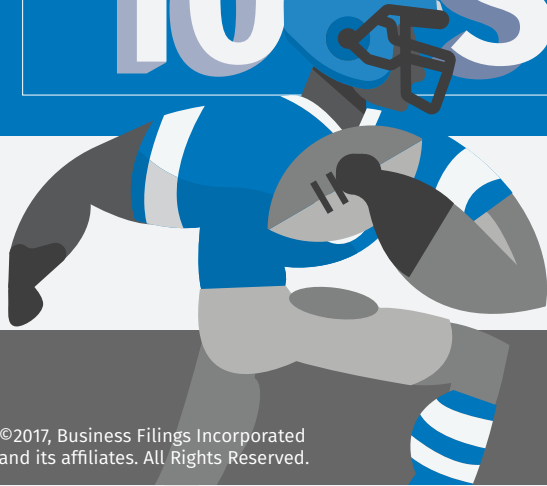


10 STEPS

to Starting a Business



When starting a business, you'll face many challenges — outperforming competition, meeting customer needs, and putting together a winning team.

A good game plan is critical to achieving success.

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01

Develop a Business Plan

Define the products or services your business will offer, and research your competition and target market.



02

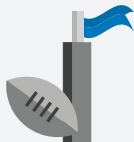
Brand Your Business

Decide the messages and graphics you will use to present yourself to the world.

03

Incorporate

Protect personal assets, gain tax benefits, and boost credibility by incorporating or forming an LLC for your business.



04

Team Up With Expert Advisers

Seek experienced accountants and attorneys who know your industry and have a track record of helping entrepreneurs and small business owners.

05

Obtain Licenses and IDs

Make sure you have all necessary licenses and permits to operate legally, including a federal tax identification number.

06

Cover All the Bases

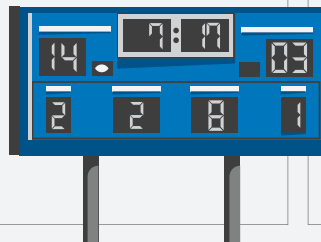
Seek advice on insurance needs, tax requirements, and health and safety requirements.



07

Bank Like a Pro

Open a business bank account to separate your business and personal finances.



08

Run the Numbers

Use a software program to keep a close eye on expenses, invoices, income, inventory, and so on.

09

Build Credit

Establish a line of credit to avoid prepaying for products and services. It's advisable to obtain a D&B D-U-N-S® number so vendors and suppliers can check your creditworthiness.

10

Open Your Doors

If home-based, be sure you meet city zoning requirements. Otherwise, find a space to lease and then purchase or rent furniture and equipment to get ready to welcome your first customers.

Looking to get incorporated?

NFL Alumni members receive a 30% discount off incorporation services.



In Conjunction With

