



10 Steps to Launching Your Business *in* 2019

1. DEFINE YOUR MISSION

Spend some time thinking about what it is you want to do and what your values are. Create a mission statement for your business, even if you aren't going to show it to anyone.

2. CHOOSE YOUR NAME

Take your time choosing a name, but have it decided before you take these next steps.

3. MARK YOUR TERRITORY

As soon as you know what your name is, secure the website domain and social media handles for your business.

4. DETERMINE YOUR RATE OR PRODUCT COSTS

In the beginning, it may be tempting to work for free to build your portfolio. You may want to charge less than you need to in order get your product out in the world. That's understandable. But before you launch your business, determine exactly what your pricing model is. Consider your business expenses and income needs when determining pricing.

5. FIGURE OUT YOUR FINANCES

Start by creating a plan for funding your own healthcare and retirement savings. Next, figure out an accounting and invoicing system that works best for you. Think about how you'll keep track of business expenses, how you'll pay any employees, and in what format you'd prefer payment.

6. CREATE A MARKETING PLAN

Sure, tapping into your personal network is a great start, but if you want your business to succeed you'll need to reach new customers and clients. Figure out if an ad in your local paper or a Facebook campaign is best for your business. You need to find the marketing channels that work for you. A little trial and error to figure out what your customer base responds to is normal.

7. PERFECT YOUR BRANDING

Whether you're a graphic designer or an artisanal baker, you need to make sure your branding is clear and concise. Your designs, photography, and text should all work well together across anything associated with your business.

8. LAUNCH YOUR WEBSITE

Not a tech wizard? Don't worry, you can still create a beautiful and professional looking website using Squarespace.

9. TELL THE WORLD

Promote your brand's website or your freelance portfolio any chance you can get. It's time to be loud and proud!

10. DO THE WORK

You've been dreaming about launching this business, now it's time to get to work! It may be difficult to get into a groove when you first start working for yourself, but with passion and determination, you'll be able to make sure your business is off to a great start this year!