



Small Business Checklist

1. Create a Company Name.

Creating a name can be a difficult part of your journey. Try to pick something that defines what you will be doing. You could also create a word, that is undefined, for you to brand. Being creative is important in this step. Set yourself apart from other businesses. Bounce the idea off a few friends, mentors, or trusted peers.

2. Register Your Company's Domain Name.

Once you have picked your company name, you need to register it for use on the internet. You can register the entire name, an acronym or even a derivative of it as a domain name. Keep in mind that this will be your future website address & email address (you@yourcompany.com). Practically any domain registrar or web hosting company will do.

Do not forget that Facebook, LinkedIn, and Twitter are all FREE marketing tools! If your business is one that might use them, go ahead and register to "lock in" your company name, before someone else does.

3. The Business Plan.

Time to answer some hard questions:

- (1) Why will you be in business/what service are you going to provide?
- (2) What makes your company different from all the rest? What is your expertise?
- (3) Who is your customer? Why will they pay you?
- (4) How will you be organized? Will you be the CEO and will you have any partners?



(5) Where do you see the company in 3 years? How many employees will you have?

These questions are the foundation for your business plan. Most business plans focus heavily on financials. Do not do this yet - it will be taken care of at a later step.

4. Get An Employee Identification Number (EIN)

An EIN is a nine-digit number assigned to sole proprietors, corporations, LLCs, partnerships, estates, trusts, and other entities for tax filing & reporting purposes.

Apply online at www.irs.gov

5. Create a Company Logo.

Take this step seriously - a logo is very important. Think about outsourcing the creation of your logo to a graphic artist or firm that specializes in providing this type of service.

We recommend spending the time to identify other logos or graphics that appeal to you & use them as examples, if you choose to outsource.

6. Find a Website Host and Build a Website.

Although your initial website will most likely be a brochure styled website, a place for customers to go to learn more about you, it should look professional. Your website is most likely your first impression to potential clients.

Many web hosting companies have templates or automated website building tools to get your first site up and running. If you outsource website development, the developer can recommend hosting services.



7. Establish a Business Bank Account.

Shop around for a bank. This is important: do not use a personal bank account for your business. Your accountant will thank you when he or she does your bank statement reconciliations. Many banks specifically cater to small business, and usually require these things to establish an account:

1. A deposit to open the account.
2. Articles of Incorporation
3. Employee Identification Number (EIN)
4. Personal Identification

These financial institutions are Chamber members and provide support to those running small businesses:

Armstrong Bank
918-456-6191
1401 S. Muskogee Ave

Arvest Bank
918-207-4811
1720 S. Muskogee Ave

BancFirst
918-456-0541
130 S. Muskogee Ave.

Bank of Cherokee County
918-772-2572
110 E. Main, Hulbert.

First State Bank
918-456-6108
1111 S. Muskogee Ave.

TTCU
918-749-8828
778 E. 4th St.