

# Business Development

## How to form your business

1. Choose a name for your business.
  - a. Choose a name people can spell, pronounce, and remember.
  - b. Choose a name that always puts a smile on your face.
  - c. Stay away from your government name in your business.
2. Create an email address for your business.
  - a. Go to Google or Yahoo and create an email address using the business you chose and go for the best name. Make sure your email address is very professional.
  - b. You want to be as private as possible: Use [Proton Mail](#) (you will need to pay for more features). Want ease? Use Gmail.
3. Evaluate your business goals.
  - a. Think about the goals you want to accomplish with your business. Think big, dream big; you can have anything you put your mind to. Also have a notepad to jot down ideas.

## How to build your brand

1. Choose 3-5 brand colors.
  - a. Pick from one of your favorite colors or one that will grab people's attention.
2. Get a logo made or create one yourself.
  - a. Logo should be created by you, it's your baby.
  - b. Think bright, think big, get creative, and pick a nice logo for your business.
  - c. Your logo should show unity. Unity will make a lot of people do business with you because they feel connected to it.
  - d. Create a vision board to work on your ideal logo.
3. Create a website.
  - a. Take pictures of you doing the work of your business for your website.
4. Get active on social media.
  - a. Facebook, Instagram, etc. are great places to push your business.
  - b. Word-of-mouth and business cards are also helpful.

## How to incorporate your business

1. Choose a business mailing address.
  - a. Don't use your personal address if you can help it.
  - b. Unfortunately, this cannot be a P.O. Box.
  - c. Choose an address that is safe for you and one that you would be able to come and pick up the mail.
    - i. Can be a friend's address if they are okay with that.
    - ii. [UPS](#) also has business addresses for sale where you can pick up your mail and it can be valid when registering your business. \$9.99/month or \$99/year.
2. Incorporate your business in the state you choose to do business in the most frequently.

- a. [Find your state's agency](#).
  - b. Register as a sole proprietorship (if you're by yourself) or an LLC if you're thinking about expanding to other employees besides yourself. Every state is different, but it's usually around \$100. You are the CEO (Chief Executive Officer) of the company.
  - c. Once you get approved, [file for a Federal Tax number](#). It's called an EIN. You'll need this to file taxes. This is free.
  - d. If your state asked for the type of business, you can say Life Coach, Consultant, or Personal Trainer.
  - e. Every year, you'll need to pay annual dues to ensure you are in compliance, which are typically around \$50, but it depends on your state.
3. Go to your local bank and create a new business checking and business savings account. You'll need \$25-\$100, depending on the bank.
  - a. All the money you make from your business goes here. Also, use the account when you are purchasing ANYTHING for your business. This will be a write-off later when you're doing your taxes.
  - b. Try to put money in your business savings account each month. Aim to save at least 6 months of business expenses.

#### **Included websites**

[Proton Mail](#)

[Get a business address with UPS](#)

[Register your business with US Small Business Administration](#)

[File for a federal tax number with IRS](#)