



Help for Start-up Businesses

There are few things more exciting than starting a business. However, there are also several risks associated with starting a business. The more you know about the risks and how to avoid them, the greater the chances your business will be successful.

As you consider starting your own business, ask yourself the following questions:

- Are you a self-starter capable of providing your own motivation?
- Do you have the support of your family and friends in your business venture?
- Do you have the education and real-life experience necessary to succeed in your line of business?
- Are you capable of dealing with the stress associated with owning a business?
- Can you obtain your own health insurance?
- Can you afford to quit your current job? Have you saved enough money to live on while you start your business? Or can you start your business from home to reduce overhead and start-up cost?
- **Are you willing to work longer for less pay while your business develops?**

You should also consider the following regarding your potential business:

- Is your business concept feasible?
- Do you know how you will finance your business?
- Have you researched the products and/or services you plan to provide and determined there is a market for them?
- Have you developed a marketing plan and chosen a name and logo? Are the name and logo legally protected by trademark?
- Do you know where you will open up shop?
- Do you know your competition and how to deal with them?
- Are you up to speed on business regulations and tax requirements?
- Do you have access to or a relationship with professional service providers; such as an attorney, accountant, banker, and insurance agent?
- Have you determined the best business structure for your operation?

Check list to get started:

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| <input type="checkbox"/> Business Checking Account | <input type="checkbox"/> Building Inspection | <input type="checkbox"/> NC Sales Tax Number |
| <input type="checkbox"/> Location | <input type="checkbox"/> Safety Inspection | <input type="checkbox"/> Federal |
| <input type="checkbox"/> Employee ID # | | |
| <input type="checkbox"/> Utilities, Deposit & Monthly | <input type="checkbox"/> Sign Permit | <input type="checkbox"/> Business Insurance |
| <input type="checkbox"/> City Privilege License | <input type="checkbox"/> Certificate of Occupancy | <input type="checkbox"/> Accountant/CPA |
| <input type="checkbox"/> Health Dept Inspection (Is it required?) | | <input type="checkbox"/> Attorney |