

Business Basics



Business Basics

Parts of business basics

For businesses that are just getting started, there are a few things to start researching, considering and setting up. Here are the things we will be covering in your business basics training.

Product

Branding

Business name

Logo

Business setup

Social Media

BUSINESS BASICS

BUSINESS NAME/PRODUCT

1. What do you want to be known for?

2. Write down some names and words that mean something to you?

3. Is your chosen business name available on...

Facebook Etsy Instagram As a website domain

4. Does someone already have a trademark for that name and product?



click to search
trademarks

yes

no

BUSINESS BASICS

BUSINESS SET-UP



[Click for general legal resources](#)

To set up your business the completely legal and correct way, you will need to do research about what your state requires. Every state and county has different requirements. Your own town or even Home Owners Association may have rules as well. It's your job to reach out and ask the questions to find out how to set your business up to comply with all the various legal, taxing, and licensing rules you may be a part of. We don't offer legal advice and recommend you get legal help for these things with a CPA or a lawyer who is familiar with your rules.

What type of structure do you need?



[Click for structure resources](#)

Do you need to register your business?



[Click for registration resource](#)

Do you need a federal/state tax ID?



[Click for tax ID resource](#)

BUSINESS BASICS

BUSINESS SET-UP

Do you need licenses and permits?



[Click for permit resources](#)

What taxes will you need to pay?



[Click for tax resources](#)

Will you need local assistance?



[Find local assistance](#)

BUSINESS BASICS

BRANDING/LOGOS



Create your own through Canva



Hire a designer through Fivver



Purchase a designed logo through Etsy.

Reach out to someone whose logo you love and ask who their designer was.

What kind of words describe your brand or what you want your brand to be?

BUSINESS BASICS

3 Month Steps and Goals

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3 Month Plan

BUSINESS BASICS

6 Month Steps and Goals

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6 Month Plan

BUSINESS BASICS

9 Month Steps and Goals

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9 Month Plan

BUSINESS BASICS

12 Month Steps and Goals

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12 Month Plan

BUSINESS BASICS

5 Parts of Facebook Business Page



Profile Picture



Cover Photo



Set up your
button



Fill out your
About section.



Post content that
relates to your
Target Market

The Codebook will teach you even more!