

## 10 STEPS TO LAUNCHING A BUSINESS

### STEP 1 CONDUCT RESEARCH



Conduct Research or gain experience to know your market in and out, including the key suppliers, competitors and customers. You want to ensure that there is a need for the product and services, you have the ability and experience to make the business a success.

### STEP 2 *Business Plan*



### DRAFT A BUSINESS PLAN

Your business plan will include your business vision, products and services, goals, marketing strategy, projected income and expense and any ideas and thoughts that distinguishes you from your competitors. A well drafted business plan serves as a guide and lays the foundation for future success.

### STEP 3 RAISE CAPITAL



You will need to establish cash resources. Cash is King, you must take steps to secure adequate capital for the business and for growth. Many start ups are funded by the owner, or investors. Some look to friends, family members and colleagues to raise funds.

### STEP 4 REGISTER & INCORPORATE

When beginning a business, you must decide what form of business entity to establish. Your form of business determines which income tax return form you have to file. The most common forms of business are the sole proprietorship, partnership, corporation, and S corporation. A Limited Liability Company (LLC) is a business structure allowed by state statute. Legal and tax considerations enter into selecting a business structure.

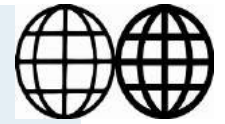
### STEP 5 APPLY FOR A BUSINESS EMPLOYER IDENTIFICATION NUMBER (EIN)

You can complete the SS-4 application online by visiting the IRS website at [www.irs.gov](http://www.irs.gov). Upon successfully completing the application you can immediately download the letter from the IRS confirming your EIN.

### STEP 6 OPEN A BUSINESS BANK ACCOUNT

You will need a business account to receive business income and pay out expenses. Therefore, take the letter you received from the IRS with your EIN and go to the bank and open a business account.

### STEP 7 CREATE A BUSINESS WEBSITE



Online presence is important. Most people will first research a person or business by visiting their social media page or website.

### STEP 8 CREATE BUSINESS CARDS

A business card is one of the popular and fastest way for you to provide people with your contact information, such as telephone number, email address, business location and website. Take your business card with you to every social, function or event.

### STEP 9 MARKET YOUR BUSINESS



Advertise and market your business on social media, amongst friends, family members, and local businesses, create brochures and flyers, video commercials, write articles, and blogs.

### STEP 10 START NETWORKING



Develop good professional business relationships with people within similar business industry. People do business with those with whom they like and trust. Attend business networking groups, social gatherings, and become an active member. Most cities have local chambers of commerce chapters and professional business networking groups in which you can become a member.

# FINDLAY STOKES LAW FIRM

## Law Practice Areas

### **I. Real Estate Transactions**

- ◆ Residential and Commercial Purchases and Sales
- ◆ Real Estate title & Closings

### **II. Real Estate Litigation**

- ◆ Foreclosure Defense
- ◆ Landlord Tenant Disputes

### **III. Business Transactions**

- ◆ Formation
- ◆ Incorporation

### **IV. Family Law**

- ◆ Divorce
- ◆ Custody
- ◆ Child Support



Tanishia F. Stokes received her Juris Doctor Law Degree from the University of Miami School of Law in 2003. She is the founder of Findlay Stokes Law Firm located in Miramar, Florida. Findlay Stokes Law firm represents clients in real estate transactions, title and closings, real property disputes and litigation, business transactions and family law.

She holds numerous professional memberships including that of the Florida Bar Association, Broward County Bar Association, Attorney Title Fund, and Business Networking International (BNI) Renaissance Chapter Educational Director. Ms. Stokes is the author of the book, "21 Principles: Maximize Profit and Operate a Successful Business."

## 10 STEPS TO LAUNCHING A BUSINESS



**The Law Office Of T. Findlay Stokes, P.A.**  
Miramar Professional Building  
6151 Miramar Parkway, Suite 326|  
Miramar, Florida 33023  
Phone: 954-986-1778  
Fax: 954-986-1780  
[www.findlaystokes.com](http://www.findlaystokes.com)