**Check list Mushroom**

*Description*

* Choose a business name = NOT RELEVANT
* Choose a business name = PLANNED
* Choose a business name = DONE

**Marketing**

* Choose a business name
* Setup your business telephone number and email address
* Design a logo
* Design business cards
* Design brochure
* Order business cards
* Order a brochure
* Register an internet domain name
* Set up a website
* Register social media profiles
* Ask your social media friends to help spread the word
* Add your new logo to your business social media accounts
* .
* .

**Registration**

* Decide the legal structure of your business (sole proprietorship, partnership, corporation, Limited company).
* Register your business
* Register at the tax department
* Open a business bank account
* Apply for an [Employer Identification Number](http://www.irs.gov/Businesses/Small-Businesses-%26-Self-Employed/Employer-ID-Numbers-EINs%22%20%5Co%20%22Employer%20Identification%20Number%22%20%5Ct%20%22_blank) (EIN)
* .
* .

**Production**

* Setup an Ebay account
* Setup a business PayPal account.
* Purchase the main equipment
* Purchase the main materials
* Follow technical training
* Rent a barn
* .
* .

**Sales**

* Decide on your pricing. Which customer will pay what price?
* Make price list of your products
* Make an order form for your customers
* Prepare your 30-second pitch. Include 3 reasons why you’re different than your competitors.
* Explain your business to family/friends about your business
* Network a lot to tell people about your business!
* Write down the telephone number and details of potential customers
* Determine your sales process and practice it often.
* Refine your product, and marketing and sales approach
* .
* .

**Financials**

* Set up your record keeping
* Create a budget
* Learn how to interpret your financial reports
* .
* .

**General**

* Start generating revenue as soon as possible.
* Find free advice
* Be careful about wasting time on “business partnership” discussions
* .
* .