



ALREADY WRITTEN YOUR BUSINESS PLAN? HERE'S WHAT TO DO NEXT

Go from great idea to
successful launch in five steps



Every great business starts with a solid plan, but success is all about the follow through. Here's how to turn your blueprint into a thriving enterprise — and reach your business goals.

01 FILL OUT THE NECESSARY DOCUMENTS

From creating a legal entity for your business to preparing for taxes, taking care of the red tape gets your business off to a strong start.



Get started:

- Decide on a business structure (e.g., sole proprietorship, limited liability company, corporation or partnership)
- Complete your company's Articles of Incorporation
- File for an Employer Identification Number with the IRS

02 BUILD YOUR TEAM

Talent is crucial to the success of your business — and finding people with the right skills and a passion for your company can help you realize your vision.



Get started:

- Clarify roles, responsibilities and must-have skills for each position
- Create job postings and tap your network for referrals
- Craft interview questions to find the right candidate

03 GET FUNDING

Chances are, you're not funding a business venture all on your own — so look into your funding options to find a solution that meets your needs.



Get started:

- Small business loans or lines of credit
- Investors
- Crowdfunding

04 DEVELOP A MARKETING STRATEGY

Get ready to find your first customers! The ideal launch should include a marketing campaign that explains your offering and resonates with your target market.



Get started:

- Refine your unique selling proposition: What makes your business different?
- Create your website and social media profiles and start posting content
- Measure results to identify what works — and what doesn't

05 ESTABLISH YOUR FINANCIALS

Good financial health benefits any business, but it's especially important when you're starting out. Make sure you have the financial solutions you need to run your business and a strategy to manage cash flow.



Get started:

- Select a banking partner — one who offers solutions and expertise tailored to your needs
- Make a budget to track the money flowing in and out of the business
- Create financial forecasts to help you plan for the future



LOOKING FOR SUPPORT REACHING YOUR BUSINESS GOALS?

Whether you need help managing your business' financials or a sounding board to discuss your goals, we're here to help.

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