

THE ULTIMATE  
BUSINESS  
STARTUP  
*Guide*



A BEGINNER'S TOOL KIT  
TO BECOMING A  
BUSINESS OWNER

LUXX LAUNCH



*Hi There!*

Luxx Launch equips brands with all the necessities to build a flourishing business by providing a practical roadmap for success, creating relevance, brand awareness and customer loyalty.

**Luxx Launch helps entrepreneurs, creatives, and small businesses launch and scale with *confidence, creativity & clarity***

## Business Startup *Guide*

This invaluable, all-inclusive guide provides the concrete steps that will get your new business off to a strong start. You'll get everything you need to successfully legitimize & establish your business, access funding, and establish your operations.

We've created this straightforward guide to help you get started and on your way to reaching your goals.

*Please Note: We've saved your hours of searching the internet. All of the colored links included in this ebook are active. Click on the link and you will be led directly to your destination.*

[WWW.LUXXLAUNCH.COM](http://WWW.LUXXLAUNCH.COM)

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# Business Startup *Guide*

L U X X   L A U N C H

## Congratulations on starting your new business!

Luxx Launch provides resources and luxury services for aspiring and high-achieving entrepreneurs that are looking to create dynamic brands.

Starting your own business is an extremely exciting undertaking, but not knowing where to start can make the entire process seem very overwhelming.

Where do I start? What tools do I need? How do I protect myself and my business? These are questions that every business owner has asked at some point along their journey.

As you develop your business, it's imperative that you have a practical roadmap for success. This is why we created this guide to help you along your journey. Our goal is to ensure you maximize your business launch to ensure a successful and stress-free process.

# STEP 1: BUILD THE FOUNDATION

- Conduct a personal evaluation to determine the purpose of your business. Get clear on your ideas and make sure they are feasible.
- Develop a solid business plan. To obtain business funding, you will need to complete this step.
- Identify your strengths, weaknesses, opportunities, and threats by conducting a SWOT analysis.
- Define your mission statement.
  - What's the purpose behind your brand?
  - What is it that you do?
  - What are your brand values?
  - What problem does your brand solve?
- Develop your brand identity and branding elements.
  - What is your brand name?
  - What are your brand colors?
  - What is your brand's visual style?
  - What are your brand's fonts and typography?
- Determine your target audience.
  - Location
  - Age
  - Gender
  - Employment
  - Income

## STEP 2: RESEARCH YOUR MARKET

- Define your ideal customer's "problem."
- How viable is your business? Determine if a market exists for your business.
- Identify direct competitors and successful businesses similar to yours.
- Identify how your competitors solve customers' problems and how you can solve them in a more efficient and creative way.
- Analyze your capital and create a financial plan that identifies costs and financial forecasts.

## STEP 3: DEVELOP A BUSINESS PLAN

- Formulate a Company Overview that describes your company and your management team.
- Describe your services and what problems they solve for your customers and use that information to develop your Business Description.
- Develop a Market Analysis by performing a review of the total market, your target market, specific segment needs, what competitive offerings are available, and any relevant trends that may impact your results.
- Develop an Operational Plan that includes key information such as the number of employees, your business operation hours, vendors, and seasonal adjustments.
- Develop a Marketing and Sales Plan using a "Go To Market" or launch plan, pricing, your lead generation process, and your strategy for obtaining new business.
- Create a Financial Plan that displays a break-even analysis. Include the projected cash flow, profit, and loss details.
- Create an Executive Summary that includes your mission and vision statements, a brief sketch of your plans and goals, a quick look at your company and its organization, an outline of your strategy, and highlights of your financial status and needs.

## STEP 4: BUSINESS FORMATION

- Pick 2-3 business names and conduct a **search** to determine if your business name is available.
- Review business **entity types** and determine what works best for your particular business structure. Alternatively, you can consult with a CPA or lawyer. Be sure to review the following:
  - Special considerations
  - Tax considerations
  - Rules and regulations of your state
  - Do you need to protect your personal assets
- Register your new business.
  - Register** as the entity that best suits your business and obtain necessary **permits and licenses** (if applicable)
  - Register S Corporation tax election (if your registered as S-Corp)
  - Register your FBN/DBA (if needed)
  - Choose a non high-risk **NAICS** code for your **Tax ID/EIN** application
- Consider purchasing a **virtual business address** for privacy
- Obtain a **business phone number.**
- Purchase your **website domain, professional email,** and secure business social media profiles.
- Open your **business bank account**
- Start building your business credit.
  - Get a **D-U-N-S number**
  - Establish Credit with Vendors/Suppliers
  - Monitor Your **Business Credit Reports**
- Protect your business.
  - Trademark or copyright** your business name, logo, or slogan
  - Cover your business with **business insurance** to protect your business from accidents, disasters, claims, lawsuits & lost wages



## STEP 5: BUSINESS OPERATION

- Identify your staffing & training needs.
- Update your **employer ID** number if you are hiring employees.
- Determine what tools and equipment you will need to efficiently manage your day to day operation.

## STEP 6: BRAND YOUR BUSINESS

- Design your own logo** and brand collateral, or hire a professional to do it for you.
- Design your website or **hire a professional** to do it for you.
- Hire a professional to design your marketing collateral or **DIY**.
- Create a business profile on **Yelp** and **Better Business Bureau**.
- List your business in the **411 directory**.
- Register your business on **Google My Business**.

## STEP 7: AUTOMATE YOUR WORKFLOW

- Use a program like **Dubsado** to automate your business operations to free up time in your schedule or **hire a professional** to do it for you.
- Use companies like **Fiverr** to outsource time consuming tasks to free up time in your schedule and help your business run more efficiently.

## STEP 8: MEASURE AND GROW

- Make a record of the strategies that are the most successful and use this data to improve your marketing tactics.
- Conduct a monthly review of your business metrics.
- Identify and nurture your top client base.

# Tools & Resources

L U X X   L A U N C H



## BRAND YOUR BUSINESS

Thousands of custom templates and stock images, easy-to-use editing features, and more.

[LEARN MORE >](#)



## ACCEPT PAYMENTS

Use Square to take payments, manage staff, and conduct business in-store and online.

[LEARN MORE >](#)



## OUTSOURCE YOUR BUSINESS

Get high-quality services at every price point. Find the right freelancer or business to begin working on your requests within minutes.

[LEARN MORE >](#)



## CREATE STUNNING FORMS

Create professional forms and collect payments with no coding. Then, style your forms with your own logo, fonts, and colors.

[LEARN MORE >](#)



## SEND & RECEIVE MONEY

Paypal allows you to send and receive payments, offer pay later options, apply for business financing, and more.

[LEARN MORE >](#)



## AUTOMATE YOUR BUSINESS

Dubsado helps build relationships, schedule appointments, and create workflows to streamline your projects from start to finish.

[LEARN MORE >](#)



## BUSINESS BANKING

Business loans, merchant services, and payroll solutions for small businesses

[LEARN MORE >](#)



## OFFICE SPACE FINANCING

Commercial real estate financing options for small businesses

[LEARN MORE >](#)



## VIRTUAL OFFICE & BUSINESS PHONE

Enjoy the smart, low cost alternative to renting a conventional physical office space, but with all the same benefits and professional services.

[LEARN MORE >](#)



## BUSINESS FUNDING & DEBT CONSOLIDATION

Consolidate your debt and put more money back into your business.

[LEARN MORE >](#)



## REGISTER YOUR BUSINESS

Quickly & easily form your new business, in any state for as little as \$0 + state fees.

[LEARN MORE >](#)



## BUSINESS FUNDING

Get approved for credit lines and loans to start and grow your company.

[LEARN MORE >](#)



## CREATE A LOGO

Create your own unique logo in just minutes.

[LEARN MORE >](#)



## BOOST YOUR SOCIAL MEDIA

Tailwind unifies social & email marketing into a single solution. Grow smarter and faster.

[LEARN MORE >](#)



## GROW YOUR AUDIENCE

ConvertKit is the go-to marketing hub for creators that helps you grow and monetize your audience with ease.

[LEARN MORE >](#)



## BUSINESS FUNDING

Business loans and personal loan financing for entrepreneurs

[LEARN MORE >](#)



## **BUSINESS CREDIT**

Divvy helps businesses obtain credit, track expenses, manage budgets, and more.

[LEARN MORE >](#)



## **BUSINESS BANKING**

Small business banking solutions for entrepreneurs

[LEARN MORE >](#)



## **PROTECT YOUR BUSINESS**

Protect your business name, logo, or slogan in 3 easy steps.

[LEARN MORE >](#)



## **BUSINESS PHONE NUMBER**

Toll-free, vanity, 800, and local business phone numbers for your business

[LEARN MORE >](#)



## **CREATE A WEBSITE**

Use Shopify® to design a beautiful website store with ease.

[LEARN MORE >](#)



## **Monitor and Build Your Credit**

Keep track of your business credit profile

[LEARN MORE >](#)



## **Business Insurance**

Protect your business against claims, accidents, & lost income

[LEARN MORE >](#)



## **Business Insurance**

Protect your business against claims, accidents, & lost income

[LEARN MORE >](#)

# BUSINESS & FINANCE

# B U S I N E S S   B R A I N S T O R M

NAME IDEAS:	URL AVAILABLE:		HOW MEMORABLE? (SCALE OF 1-10)	IS IT TRADEMARKED:	
	YES	NO		YES	NO
	YES	NO		YES	NO
	YES	NO		YES	NO
	YES	NO		YES	NO
	YES	NO		YES	NO
	YES	NO		YES	NO
	YES	NO		YES	NO
	YES	NO		YES	NO
	YES	NO		YES	NO
	YES	NO		YES	NO

# T O - D O L I S T

PRIORITY	DUE DATE	TASK DESCRIPTION	IN PROGRESS	✓



Small businesses can write off a number of expenses as tax deductions to help lower the amount they owe on their income tax. The top small business tax deductions include:

1. Business Meals
2. Work-Related Travel Expenses
3. Work-Related Car Use
5. Home Office Expenses
6. Office Supplies
7. Phone and Internet Expenses
8. Business Interest and Bank Fees
9. Depreciation
10. Professional Service Fees
11. Salaries and Benefits
12. Charitable Contributions
13. Education
14. Child and Dependent Care
15. Energy Efficiency Expenses
16. Investments
17. Foreign-Earned Income Exclusion
18. Medical Expenses
19. Real Estate Taxes
20. Mortgage Interest
21. Moving Expenses
22. Retirement Contributions
23. Advertising and Promotion
24. Client and Employee Entertainment
25. Startup Expenses







# P A S S W O R D T R A C K E R

WEBSITE:

USERNAME:

PASSWORD:

NOTES:

WEBSITE:

USERNAME:

PASSWORD:

NOTES:

WEBSITE:

USERNAME:

PASSWORD:

NOTES:

WEBSITE:

USERNAME:

PASSWORD:

NOTES:

WEBSITE:

USERNAME:

PASSWORD:

NOTES:

WEBSITE:

USERNAME:

PASSWORD:

NOTES:

PRODUCT &  
SERVICE  
PLANNING

PRODUCT/SERVICE NAME:

LIST OF FEATURES  
CUSTOMERS WANT:

LIST OF FEATURES  
COMPETITORS HAVE:

LIST OF FEATURES  
COMPETITORS ARE LACKING:

BRAND NEW  
FEATURE IDEAS:

LIST OF FEATURES FOR  
MY PRODUCT/SERVICE:

NOTES AND IDEAS:





# PRODUCT & SERVICE PLANNER

<b>PRODUCT/SERVICE:</b>		
IDEAS:		NEXT STEP:
LAUNCH DATE:	LAUNCHED <input type="checkbox"/>	COST:
FEES:	SALE PRICE:	PROFIT:

<b>PRODUCT/SERVICE:</b>		
IDEAS:		NEXT STEP:
LAUNCH DATE:	LAUNCHED <input type="checkbox"/>	COST:
FEES:	SALE PRICE:	PROFIT:

# PRODUCT & SERVICE PRICING

## PRODUCT/SERVICE PRICING CALCULATOR:

Hourly Rate:

Units Produced Per Hour:

Material Costs Per Unit:

Packaging Costs Per Unit:

Other Costs Per Unit:

TOTAL UNIT COST:

Product Markup:

TOTAL PRODUCT PRICE  
(INCLUDING MARKUP:)