PURPOSE: The purpose of this document is to provide step by step instructions to start your own business both website (virtual) as well as brick and mortar. Generally the steps should be followed in the order in which they are presented, but is not necessarily required for all cases as individual discretion is required.

The steps are as follows:

1. Generally speaking Adam can be contacted with Sparrow Websites for a cost effective launch kit which includes website creation and many discounts for the tools suggested here in this document. Not only will money be saved, but it should be more efficient. It is highly recommended to work with his team for each of these steps. Also refer to Launchkits.com/sweaty or without "/sweaty".

2. Download the Assona App and make a to-do list as these items are gone through. This tool can also be used for employee collaboration when meetings are held once the business is up and running as an example.

3. Create a company/cooperate bank account and put $500.00 in it or at least enough to start based on bank minimum account balance requirements.
   a. Get a debit card and only use it for business transactions. This will also make it easier to track company spending for tax purposes.
   b. Get a company line of credit and also consider making payments on a credit card to begin to build company credit history (line of credit).

4. Create and purchase a domain. One of the easiest ways of doing this is using Google's domain search and creation tool (Name Mesh can also be used). Ensure that the domain name correlates to the business name pursued for potential trademark per item 7 below. The domain name should be as short as possible, explicit and describe the business. Avoid using town/state specifics as this may change at a later time.

5. Create a website. Go to Ipage.com, bluehost.com or google from previous item 4 to register a domain name for a website, if not previously done. They only charge $3.00 per month, which is far cheaper than GoDaddy. I believe Google charges $12.00 per year. The domain registration is also included in the monthly fees. It is recommended to purchase several years if it is known at this point that the business will last this long as they lock one into rates at the point of creation and account initiation.
   a. Launchkits.com/sweaty can be used to build the website and get $50 dollars off the $750 dollar price also refer back to item 1. This will also include Search Engine Optimization (SEO). It should take no longer than 7 days to complete the website and have it up and running.
   b. Consider installing SSL to ensure the website is properly encrypted and meets security criteria as this impacts google ad ratings for SEO.
   c. Consider hiring and using Ahrefs.com as they can help with google ad words for search optimization.

d. Consider hiring a freelance content marketing firm.
e. Add the professional head shot to the website that will be completed per item 7 below.
f. Also ensure that all content that is added is both size and algorithmically optimized because the speed at which it takes to load the website can have substantial impacts on view ability as well as Google's own optimizations of its search tools. In other words, the faster the website loads, the more views it will have. Imagify can be used to optimize images and WP Rocket for website code optimization. Should target 1-2 second site load speeds.
g. It is also important to "Tag" site photos and link this to google my business as this also feeds into site SEO and Google ratings.
h. Create an email address. Example: Matthew@beanz.greenz.com and Chris@beanz.greenz.com. An email address can be created during purchasing the domain.
i. For the website add the following:
    i. About us: This is where we personalize the page and add our story and let the audience/customers know what we are doing (content from the business plan as applicable).
    ii. Services page: This is to talk about our company vision and discuss the products and services which will be offered as well as competitive advantages.
    iii. Pricing: Add a menu with prices if applicable.
    iv. Contact us: Add all relevant contact information such as Beans.Greens55@gmail.com.
    v. There is also a Story Brand Framework Book that can be referred to during this process. Also consider reading The Ultimate Guide to Content Marketing.

6. Install WordPress for site hosting (this is part of Ipage.com) and Yoste SEO plugins onto the website. We can go to trends.google.com to learn about marketing optimization. This tool also helps to monitor relative search volume and other site statistics.
    a. Analytics.google.com can be used to track site traffic. We will need to add the analytics code to the WordPress header. This is the tool which tracks specific click data to know from where the clicks originated, what the duration of time is a person is on the site etc. We can also utilize this data for sales and marketing.

7. Create a company Logo. For simple logo generation, use Fiverr.com or 99 Designs. This could cost somewhere between $250-$300, but is well worth the investment. Once a logo is decided the next step is to evaluate pursuing a trademark at USPTO.gov.

8. Get clothing embroidered with logo created in item 5. Go to T.J. Max and get a Polo embroidered with company logo. It should not cost much more than $50.00.

9. Get a professional head shot. Using the Polo in item 8, get a professional head shot taken and use this for social media including website created per item 3.

10. Create a google account adding the following. There is also the G-Suite option for $6.00 per month, which is highly recommended.
    a. Gmail
        i. Create a professional Signature for electronic correspondences with the following:
            1. Title such as Matthew Landsberger Co-Founder and Investment partner (avoid CEO).
            2. Add website address
            3. Add company address if available
            4. We will also add our google voice phone number as created in item 8.b.
            5. Company Logo as created per step 5.
            6. An actual signature or digital signature option can be added, but is not required.
        ii. Forward the company email created in step 3.c to the Gmail account address. This can done in a various number of ways. Essentially, though, the goal is to make a central home base location because all emails and all other correspondence could ultimately be forwarded to the Gmail account if so desired.
    b. Google Voice
        i. This can be any number but should use at least the 405 area code or applicable and calls can be forwarded to personal cell phones from this number or vice-a-versa.
        ii. Setup a voicemail for the business including pertinent information such as company name, hours of operation, product sales, upcoming discounts, changes etc. Anything which is considered pertinent to operations and relevant to the customers.
        iii. There are also many settings where one can forward at certain times and not to one's personal cell phone and also set up time specific voicemails for weekdays vs. weekends as an example.
    c. Google My Business
        i. Go to Business.google.com and create a business account and build a profile. This is linked to google maps and is what allows potential customers using google maps to search/find the business location as well as feed into website SEO analytics. I am assuming that the directions given need to be confirmed as being accurate or need to be added.
        ii. Discounts can also be offered to customers to write reviews.
        iii. This step cannot be stressed enough and what is quintessential to drive traffic to one's business particularly for service businesses. This will probably be used more often than actually going to the website itself.

d. Google Calendar
  i. This could be used for the entire team.
e. Google Drive
  i. This will be used to store all of the company relevant files and keep everything electronically organized.
  ii. Purchase a good printer/scanner and Brother MFLC 2700 is a recommended brand. This will be used to scan all pertinent tax documents to keep electronic and hopefully searchable files.
  iii. Create the following folders:
      1. Expenses: We will keep all of our mileage receipts here for tax purposes because we can deduct $0.55 per mile. This needs to be recorded with accuracy using odometer start/end values and start/end location data.
      2. Receipts
      3. Performance
      4. Quotes
      5. Business Plans
      6. Any folder that is necessary to keep the business organized.
f. Google Ad Words
  i. This has been discussed and is for marketing purposes and is basically paying for clicks. In other words cost per click amount.
g. YouTube account
  i. One can create videos of their business to also help for advertisement purposes. The title of the videos needs to be search friendly and discounts can also be offered to entice customers to write reviews further enhancing site SEO.
  ii. This is important as YouTube is the number one used search tool so this really can be a traffic generation tool.

11. Setup personal phones to send and receive emails syncing with the company and Gmail emails. Also remembering that the company emails are being forwarded to the Gmail account per previous step 8.

12. Setup Quick Books by visiting QBO.intoit.com.
    a. This will be used to track all of the expenses.
    b. The bank account created in item 3 can be linked to this quick books account.

13. Setup Stripe to accept/send/manage payments on the website. Need to know if this can also be used for brick and mortar or is it for online orders only.

14. Setup Jobber (or also Gravity Forms or both) as it can be used as the backend software. Go to getjobber.com/sweaty to get a 20% discount, but will also be included in the launch kit. This seems like a substantial backend software tool that will essentially form the

backbone (foundation) of operations. This can generate estimates, schedule payments, create invoices etc.

15. Register the business as an LLC in Delaware as doing business in the state of Oklahoma (or applicable state):
    a. It is optimal, but not required, to incorporate in Delaware because they have the best liability laws for small companies.
    b. Put an operating agreement in place. These can range in quite simple to more complex depending on what the business needs and uses will be as well as the stage of development and execution.
    c. Need a simple liability policy in place which will be used for insurance purposes.
    d. Elect to be taxed as an S-Corp. This allows for the profits to pass through at an income rate. This needs to be investigated further. Further information is as follows from Wikipedia:
       An **S corporation**, for United States federal income tax, is a closely held corporation (or, in some cases, a limited liability company (LLC) or a partnership) that makes a valid election to be taxed under Subchapter S of Chapter 1 of the Internal Revenue Code. In general, S corporations do not pay any income taxes. Instead, the corporation's income and losses are divided among and passed through to its shareholders. The shareholders must then report the income or loss on their own individual income tax returns.
    e. Register for worker's compensation, disability and unemployment insurance. When registering specific codes are obtained based on the applicable municipality. This also will feed into company overhead costs for employees as part of the overall business plan execution.

16. Get setup for payroll using Gusto:
    a. This will also be used to generate W-2s and I-9s to be accessed via cell phone for each employee for convenience and simplicity.
    b. This can also be used as a time tracking system by requiring all of the employees to download the app on each phone either company or personal. Each hourly employee will be able to clock in and out so that their pay can be easily electronically tracked and recorded. I believe this also includes location tracking.
    c. This software can help with payroll/time and attendance / employee benefits / hiring and general HR.

17. Get setup to use Slack. This is a very useful form of communicating to the entire team other than using text or email. I'm assuming this could also be setup in tandem with the emails. In other words messages created using Slack could also be forwarded to the company emails which are forwarded to the Gmail account for closed loop communication. Cost is approximately $8.00 per month.

18. Get company transportation. One option is to buy Cargo Vans and a recommendation is the Ford E-150 lineup. One can use craigslist or Facebook market place to find some economically priced vans as potential starting points.

19. Purchase office equipment that can be used as if the car is the office. That is mobile office capability. This includes, but is not limited to, screens + laptops. A recommendation for a laptop is Apple Air Pods given their functionality and durability. All of these items are considered company expenses and can be both deducted and depreciated up to 5yrs.