

Business Startup Resources

A short, opinionated set of starting points for new founders and side projects.

WEEK 1 — FOUNDATIONS

- Choose your entity (LLC vs S-Corp) with a CPA, not a forum
- File formation and obtain EIN from IRS.gov (free)
- Open a dedicated business checking account
- Register for state and local tax accounts

WEEK 2 — OPERATING STACK

- Bookkeeping: QuickBooks Online or Wave
- Contracts: a reviewed MSA and SOW template
- Payments: Stripe or Square — pick one and configure
- Email and storage: Google Workspace or Microsoft 365

WEEK 3 — BRAND & WEB

- Domain and professional email on your own domain
- Single-page site with clear offer, proof, and contact
- Logo and color system documented in one file
- LinkedIn and Google Business Profile claimed

WEEK 4 — GO-TO-MARKET

- Write the 1-page positioning doc: who, problem, offer, price
- Build a 20-name warm outreach list
- Define the first repeatable service or product package
- Set a weekly review cadence (numbers and pipeline)