

Starting a Business Checklist

Know your numbers before you spend a penny.



DEFINE THE MONEY MODEL

Identify what you're selling

Set your price point

Define your profit margin

Ensure numbers work on paper

VALIDATE DEMAND

Check search demand for your offer

Analyse competitor pricing

Pre-sell or test your concept

Test with £0–£200 maximum spend

CHOOSE A BUSINESS STRUCTURE

Decide: Sole Trader or Ltd

Register with HMRC

Register with Companies House (if Ltd)

SET UP BUSINESS FINANCES

Open a dedicated business bank account

Set up accounting software (e.g. QuickBooks)

Separate personal and business finances

Calculate your break-even point

Track cash flow weekly

Starting a Business Checklist

Build smart, sell with confidence, grow with clarity.



UNDERSTAND TAX BASICS

Learn income tax and corporation tax rules

Register for VAT when required

Save 25–30% of every payment for tax

BUILD A SIMPLE SALES SYSTEM

Create a simple landing page

Set up a payment processor

Build a basic sales funnel

Prioritise conversion over traffic

Focus on one product first

CHOOSE ONE TRAFFIC CHANNEL

Start with TikTok, Instagram or YouTube

Start with organic content first

Scale with paid ads once profitable

Avoid splitting focus across channels

COMMON MISTAKES TO AVOID

Building before validating demand

Overspending on tools and branding

Unclear pricing strategy

Mixing personal and business money

Ignoring tax obligations

THE CEO ROADMAP

Your first 30 days in business — mapped out, simplified, and done properly.

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