# Set Up Your Business (Legal, Financial, and Pricing)

## 1. Business Information

- Business Name: _____ (e.g., PixelCraft Studio)

- Domain Name: _____ (e.g., pixelcraftstudio.com)

- Tagline: _____ (e.g., Creative Websites for Modern Brands)

- Owner's Name: _____ (Your full name)

- Business Email: _____ (e.g., hello@pixelcraftstudio.com)

- Phone Number: _____ (e.g., +1 234-567-8901)

- Website URL (if available): _____(e.g., www.pixelcraftstudio.com)

## 2. Choosing Your Business Structure

Choose your preferred business structure:

- Sole Proprietorship Low cost, simple to set up, but personal assets are at risk.
- LLC (Limited Liability Company): Moderate cost, protects personal assets, ideal for freelancers and small agencies.
- Corporation: High cost, attracts investors, suitable for larger agencies

Why did you choose this structure? (Briefly explain why this option works best for your business)

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## 3. Legal Setup Checklist

Complete these steps to legally establish your business and protect your assets.

- Register Your Business Name:

  - Name chosen: _____ (e.g., PixelCraft Studio)

  - Domain availability checked: [ ] Yes [ ] No

- Get an EIN (Employer Identification Number):

  - Applied via IRS website: [ ] Yes [ ] No

  - EIN Number: _____ (e.g., 12-3456789)

- Open a Business Bank Account:

  - Bank Name: _____ (e.g., Chase Bank)

  - Account Number: _____ (Confidential)

- Get Business Insurance:

  - Insurance Provider: _____ (e.g., Hiscox)

- Coverage Type: _____ (e.g., General Liability, Professional Liability)

- Monthly Cost: _____ (e.g., $30/month)

## 4. Business Plan Essentials

Outline your vision and goals to guide your business strategy.

### Vision Statement

What is your business's vision? *(e.g., To be the leading web design agency for local businesses seeking fast, SEO-optimized websites)*

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### Short-Term Goals (6 months)

*(Specific and measurable objectives such as "Land 10 e-commerce clients through LinkedIn outreach")*

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### Long-Term Goals (2 years)

*(Where you want to be in 2 years such as "Build a portfolio of 50 clients and earn $100k annually")*

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### Competitor Analysis

Main competitors in your niche:

1. _____
2. _____
3. _____

# 5. Service Offerings & Pricing

List the services you plan to offer and their pricing to attract clients.

**Core Services:**

- Website Design & Development: _____ (e.g., $2,500 - $10,000 per project)

- UX & UI Design: _____ (e.g., $1,500 - $5,000 per project)

- SEO Services: _____ (e.g., $300 - $1,500 per month)

- E-commerce Solutions: _____ (e.g., $3,000 - $10,000 per project)

**Additional Services:**

- Maintenance & Support: _____ (e.g., $50 - $150 per month)

- Managed Hosting & Domain Services: _____ (e.g., $50 - $150 per month)

- Graphic Design & Branding: _____ (e.g., $500 - $3,000 per project)

- Content Creation & Marketing: _____ (e.g., $300 - $1,000 per month)

## 6. Financial Planning

Plan your budget and estimate your financial needs to keep your business profitable.

**Estimated Expenses:**
- Software & Tools: _____ (e.g., $500/month for design and SEO tools)

- Marketing & Promotion: _____ (e.g., $300/month for social media ads)

- Legal & Accounting: _____ (e.g., $100/month for bookkeeping)

- Miscellaneous: _____ (e.g., $50/month for training and certifications)

**Income Projections:**
- Yearly Revenue Target: _____ (e.g., $80,000)

- Monthly Revenue Target: _____ (e.g., $6,700)

## 7. Pricing Models

Select the pricing model(s) you plan to use and explain your choice.

- Hourly Pricing: Good for small tasks and consultations.

- Project-Based Pricing: Ideal for complete website builds.

- Monthly Retainers: Best for ongoing support and maintenance.

- Value-Based Pricing: Charge based on the value you deliver.

**Why did you choose this model?**

*(e.g., "Project-based pricing ensures predictable income while allowing for flexibility in complex projects")*

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## 8. Additional Notes

Anything else you want to document or remember?

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