

CHECKLIST TO REVIEW

CONGRATS! YOU'VE DECIDED TO START YOUR OWN EVENT ENTERTAINMENT COMPANY WITH ONE OF OUR INCREDIBLE PRODUCTS



Now, before you get the actual party started, we want to suggest you with a start-up checklist so you have all your “props” in a row. Not everything needs to be done at once, but we want to make sure you know the general steps you need to take.

01

CREATE A COMPANY STRATEGY

- Define your company goal
- Write out your company values and what makes you stand out
- Determine your company structure and make sure to register it on the state and federal level
- Prepare some ROI goals
- Define your target customers

02

GETTING THE BUSINESS ESTABLISHED

- Speak with an accountant about how you want to set up your business
- Get a handle on sales, federal, and state taxes
- Determine how you want to staff your events and setting up employees

03

ORGANIZING YOUR FINANCES

- Open a bank account
- Get a business credit/debit card and checkbook
- Determine how you're going to easily collect payments (something like Square)
- Decide how you will structure payment schedules for clients
- Develop a relationship with your bank in case you need a capital loan to expand

04

PROTECTING YOUR BUSINESS

- Make sure all your insurance is in place - this includes:
 - » Auto
 - » General liability
 - » Workman's Compensation
- Speak with a lawyer about drafting a contract for your events
- Trademark your company on the federal and state level

05

MARKETING YOUR BUSINESS

- In step 1 you defined your target audience, now here is a list of different ways to get in front of them
 - » Reach out to friends and family
 - » Offer services for local community events
 - » Join professional networking groups in the event industry
 - » Start advertising online (Google AdWords, Facebook, Instagram, and LinkedIn)
 - » Attend event expos and trade shows

The above information is only a suggestion. You should consult the appropriate professionals