



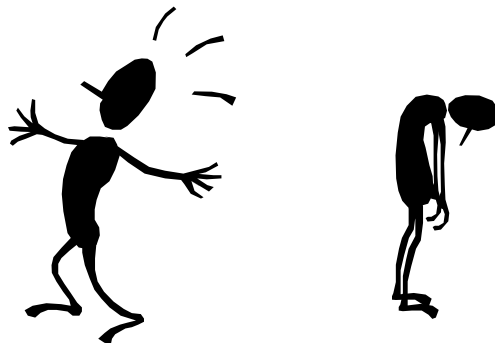
20 Steps To Starting An Event Business

These activities are not necessarily in sequential order. Many can take place concurrently.

Activity	Planned Date	Revised Date	Notes
1. Check your city's zoning codes before deciding on a business location, even if you want to be home-based.			
2. Research the marketplace to determine if it will support your business (demographics, psychographics, business climate, trends, competition, etc.)			
3. Decide on your form of business (sole proprietor, partnership, LLC or corporation type).			
4. Prepare a three-to-five-year business and marketing plan. Set goals and timelines. Learn how to interpret financial statements. Get books, software, or take classes. THIS IS THE MOST IMPORTANT STEP.			
5. Don't give up your day job if you don't have enough money to cover one year's living expenses and projected operating capital. You can easily work part-time to grow this business.			
6. Start setting up your office with equipment and supplies. If home-based, check IRS requirements for claiming a home office deduction			
7. Select a name for your business. It should clearly state what you do. Don't do it by yourself – brainstorm with friends.			
8. File for a Fictitious Business Name Certificate (DBA) through the County Clerk's Office, or your local newspaper. For increased name protection, file for a service/trademark through the Secretary of State or nationally with the Department of Commerce.			
9. Get a business phone line and answering system (machine, voice mail, service, pager, cell phone, etc)			
10. File for a business license at the City or County Clerk's office (if required).			
11. Open a business bank account. Keep all business expenses and records separate from personal ones.			

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12. If you plan to hire employees, get a Federal Employer I.D. Number from the IRS, and State I.D. Number from the Employment Development Dept.			
13. Apply for a Sales and Use Tax Permit (resale license) to submit sales taxes to State Board of Equalization if you will offer sales-taxable products or services.			
14. Review insurance needs for a comprehensive liability policy, errors & omissions and workers comp for any employees. This protection is essential.			
15. Interview and hire a reliable CPA and Attorney. Find a Banker.			
16. Order your business cards, letterhead, envelopes and brochures. Plan your web site.			
17. Develop your resources, vendors and suppliers. Visit them and check their references. You're only as good as they are. Start networking.			
18. Get involved in community organizations and trade associations. Volunteer your time to establish credibility. Chair a committee. Start certification process.			
19. Get to know the media representatives, and how to work with them, so your press releases have the best chances of being published.			
20. Be prepared to work 60-hour weeks to get established in a full time business, and have the satisfaction of calling your own shots.			

Note: Some disciplines require special permits, e.g., food and alcohol catering.



"Whether you think you can - or you can't - you're right!"