



BROOKE DAWSON

PRESIDENT

PLANNING+DESIGN

904.894.6866

brooke@dppdesign.com

EDDIE PRADEL

VICE PRESIDENT

MARKETING+BRANDING

305.812.2975

info@dppdesign.com

[www.dppdesign.com](http://www.dppdesign.com)

PROGRAMMING+PLANNING

ARCHITECTURE+DESIGN

CONTRACT+CONSTRUCTION ADMINISTRATION

BRANDING+MARKETING

AICP-QUALIFIED PLANNER  
LICENSED FL REAL ESTATE BROKER

## SEVEN (PRIMARY) STEPS TO STARTING A BUSINESS

01. Determine what your product and/or service will be, and do some research to determine the potential for success. What do you want to sell or provide? Is this something people need or want? What's your competition, and what will make your business stand out?
02. Name your business. When selecting your business name, do a little bit of research to make sure it isn't already trademarked, and won't be confused with other businesses, especially those in your geographic location. Is a related domain name for your website available? How will it be used in social media handles? You can have the most creative business name in mind, but if it won't work well with a digital footprint, it's worth giving some additional thought.
03. Choose a business structure. This will have an impact on everything from your state and local registration requirements to how your business pays taxes. It also affects your personal liability and how you can protect your assets.
04. Register your business. Depending on your structure and what services or products your business offers, you may need to register your business in multiple locations, including the state and federal level. Most business structures also require an FEI, better known as a tax ID number, which is assigned to you by the IRS.
05. Open a business bank account. With your registration in place, this is typically a painless process and many banks are happy to help startups and small businesses. It's very important to keep your business and personal finances separate, especially when it comes time to file taxes.
06. Create a business plan. Diving in and seeing how things go sure does seem like a lot more fun, but even a simple plan outline can keep you on track. A plan is not only the foundation to a successful start and a roadmap to guide your journey. It's also a must-have if you're looking for others to invest in your company, and helps you attract people who will want to work with you.
07. Develop your brand! We think this is the fun part, and can help you with this phase simultaneously with several of the previous steps. From selecting fonts and colors to creating a logo and website, brand identity is the face of your business and the start of your marketing strategy.

DON'T LET THESE TASKS GET IN YOUR WAY. WE CAN HELP YOU WITH ANY OR ALL OF THEM, AND MORE! VISIT OUR WEBSITE AT [WWW.DPPDESIGN.COM](http://WWW.DPPDESIGN.COM) OR [SEND US AN EMAIL](mailto:info@dppdesign.com) AND LET'S DISCUSS HOW WE CAN WORK TOGETHER, REGARDLESS OF YOUR BUDGET, AVOIDING COSTLY MISSTEPS UPFRONT!

DAWSON+PRADEL DESIGN PROFESSIONALS

MIAMI.JACKSONVILLE.SARASOTA.TAMPA BAY