



How to Start a Consulting Business Checklist

1. **Decide if a consulting business is right for you.**
 - a. Determine your value proposition.
 - b. Define your niche.

2. **Define your target market.**
 - a. Validate the need for your services.
 - b. Conduct market research.
 - c. Identify your ideal client.

3. **Form your business.**
 - a. Pick a business name and register it with the state.
 - b. Choose a legal structure.
 - c. Create a business plan.
 - d. Obtain an EIN.
 - e. Open a business bank account.
 - f. Obtain insurance.
 - g. Apply for an operating license or permit.
 - h. Register for state taxes.
 - i. Create a consulting contract.

4. **Secure funding.**
 - a. Calculate your startup costs.
 - b. Get a business credit card.
 - c. Fund your business with personal savings or obtain funding.
 - d. Find a business partner.

5. **Set your pricing.**
 - a. Research your competitors.
 - b. Determine your fee strategy.

6. **Hire employees.**
 - a. Determine which employees you need (if any).
 - b. Create the ideal candidate persona.
 - c. Write a job posting.
 - d. Advertise your job posting.

7. **Market your business.**
 - a. Identify marketing techniques that suit your business.
 - b. Tell your friends and former colleagues about your business.
 - c. Start a website.
 - d. Use social media to your advantage.

8. **Ask satisfied customers for referrals.**
 - a. Create an email template.
 - b. Call your referral prospects.