

This is a short list of different marketing tools your business will need, AND this same list is what 8:31 can provide for you!

Logo Design

Website Creation

Social Media Creation

Social Media Management

Video Shoots/Editing

Business Cards/Flyers

Brochures/Rack cards

Banners/Large Vinyl

T-shirts/Pens/Stickers etc.



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This pamphlet answers many of the "How Do I" questions you will have on starting your business, and maybe a few you don't think of. This is your

**LAUNCH
LIST**

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We've done this a few times...
So we have put together this **LAUNCH LIST** to help you think of everything you'll need to get your business setup, and the tools to get started!

So you have this idea for a business, but HOW and WHERE do you even start?

STEP 1: Ask yourself these questions!

◦ What is your projected start up cost?

Tip: *Be sure to round up, then add 20%!*

◦ What is the risk vs. reward with this venture?

Tip: *Can you/your family survive your worst case scenario?*

STEP 2: Get an Insurance Quote!

Insurance is a HUGE part of any business, and it's an important cost to take into consideration!

STEP 3: NOW you're ready to dig in to the legal stuff!

What will you name your business?

Now, before you create a logo, go to this website to see if another business has the same name in NM:

portal.sos.state.nm.us/BFS/online/CorporationBusinessSearch

Legal Forms Required:

1. File for your EIN
2. File for your New Mexico CRS online (the original will be mailed to you)
3. E-File your LLC Articles of Organization with the State of New Mexico website for \$50.
4. Take your EIN and CRS down to your city permitting office and pay a fee to get your business license.
5. Take all this documentation to the bank of your choice and open your business account.

All resources and links are available on our website, 831enterprises.com!



Important Questions and Tips:

- What are your goals for this business?
- How will you take care of your finances? Will you do them in house or contract it out?
- What do you want your brand to look like?
- Who is your target audience?

Tip: *Easily keep track of your receipts and expenses by putting an app on your phone and snap a photo right after paying. ie. Expensify or Quickbooks*

Bonus Tip: *Aquire the Facebook, Instagram, and Twitter handles, and website domain after picking your business name!*

Lastly, talk to us about creating a customized marketing plan, starting as low as \$400/month, or getting items a la carte.

Line item prices available at 831enterprises.com.