

# HOW TO START A BUSINESS IN 6 STEPS

Starting your own business can be a rewarding but challenging endeavor... but it's easier than people think! And it can be really fun!

Here's a simplified guide with key steps to help you get started.

**Shared Culture Concepts**

01

## Clarify Your Business Idea

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- Choose a product or service based on your skills, interests, and market demand.
- Ensure there's a target audience (people willing to pay!) for your offering.

02

## Conduct Market Research

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- Research your industry, competitors, and target market.
- Identify opportunities, challenges, and potential customers.

# Create a Business Plan

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- Outline your business concept, goals, and strategies.
- Include financial projections, marketing plans, and operational details.
- Determine your business structure (sole proprietorship, LLC, corporation).

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## Handle Legal and Regulatory Requirements

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- Register your business and obtain necessary licenses and permits.
- Consider trademarking your business name if applicable.
- Set up a business bank account.

05

## Secure Funding

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- Determine how much funding you need to start and operate your business.
- Explore options such as personal savings, loans, investors, or crowdfunding.

06

## Build a Marketing Strategy

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- You can do this yourself, via research on the internet...or you can hire someone to help!

Got any questions? Be sure to let us  
know. Reach out to us at  
[www.sharedcultureconcepts.com](http://www.sharedcultureconcepts.com)

