Launch Buddy

Business setup checklist

For new businesses and a fresh look at an existing setup

Use this as a starting point, not a list of requirements for every business. Tick what is in place, mark anything not applicable and prioritise the gaps.

Business foundations

- [ ] Choose the business structure that suits your circumstances.
- [ ] Check your business name and register the business where required.
- [ ] Confirm any licences, permissions and identity checks that apply.
- [ ] Discuss relevant insurance with an appropriate insurance provider.
- [ ] Review contracts, privacy information and other requirements with a specialist.

Money and administration

- [ ] Choose a suitable business bank account.
- [ ] Agree bookkeeping, accounting software and accountant support.
- [ ] Check VAT, payroll and tax responsibilities where applicable.
- [ ] Set prices, payment terms and a simple invoice process.
- [ ] Keep a record of subscriptions, renewals and important deadlines.

Brand and online presence

- [ ] Confirm your name, logo, colours and brand assets.
- [ ] Arrange your domain, website, hosting and business email.
- [ ] Check the website on a phone and make the enquiry route clear.
- [ ] Set up relevant social profiles with consistent business details.
- [ ] Check Google Business Profile eligibility and verification requirements.

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Visibility and customer enquiries

- [ ] Write useful service pages with clear titles and contact details.
- [ ] Check contact forms, notification emails and any booking tools.
- [ ] Agree a simple enquiry response and follow-up process.
- [ ] Set up relevant listings and search tools where appropriate.
- [ ] Check privacy, cookie and consent requirements before adding tracking.

Systems, ownership and next steps

- [ ] Confirm who owns each domain, website and business account.
- [ ] Use appropriate account permissions and secure access methods.
- [ ] Create a practical customer onboarding and handover process.
- [ ] Organise task lists, business records and backup responsibilities.
- [ ] Identify training needs and specialist introductions - and more.

My three priorities

1. _____
2. _____
3. _____

Need help turning the list into a plan? Contact Launch Buddy for practical recommendations and relevant specialist referrals. This checklist is general setup information, not legal, tax, insurance or financial advice. Review date: 18 October 2026.