

Business Starter Checklist

The simple path from idea to first steps — one page, six sections.

“Own your work. Own your life.”

Scrappy Stacks

This is the map for everything else on this site. Each section below is a real step in starting a business, in the order that actually makes sense to do them, and several point to a free, deeper guide on scrappystacks.com if you want the full walkthrough for that step. Work through it top to bottom, check off what you finish, and don't worry about doing it fast — just do it in order.

1. Choosing a Business Idea That Fits Your Skills

- ☐ Write down three things you're good at that someone would pay for
- ☐ Try the free Business Idea Generator on this site for more options
- ☐ Say your idea out loud in one plain sentence — if it's confusing to say, simplify it

2. Picking a Business Name

- ☐ Pick a name that's easy to say and spell, and doesn't box you into one service
- ☐ Check your state's business registry and the USPTO trademark search
- ☐ Check the domain is available before you fall in love with the name
- ☐ For the full walkthrough, see the free Naming, Domain & Filing guide

3. Basic Setup Steps

- ☐ File your fictitious name (DBA) or form an LLC
- ☐ Get a free EIN directly from irs.gov
- ☐ Open a business bank account, separate from personal
- ☐ Set up free invoicing in Wave and a Stripe Payment Link — see the free Getting Paid guide

4. Creating Your First Online Presence

- ☐ Register your domain through Cloudflare

- [] Build and host a free site with Claude and GitHub Pages — see the free Claude + GitHub Setup guide
- [] Set up your Google Business Profile — see the free Marketing Setup guide

5. Finding Your First Customers

- [] Tell your personal network before you tell strangers
- [] Ask happy customers for a review the right way — see the free Google Review Requester guide
- [] Pick one social platform where your actual customers spend time, and post consistently

6. Simple Tools to Save Time

- [] A free Claude account for writing, planning, and building your site
- [] Wave for invoicing, Stripe for getting paid online, Cloudflare for your domain
- [] The free Customer Tracker CRM template on this site for keeping leads straight

Where to Go From Here

Every guide referenced above is free on scrappystacks.com, no card required. And if you'd rather have someone else handle the setup work end to end — the website, the hosting, the ongoing upkeep — that's exactly what Build It For Me is for.