

*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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[831enterprises.com](http://831enterprises.com)



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**

[831enterprises.com](http://831enterprises.com)

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?**

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## **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](http://portal.sos.state.nm.us/BFS/online/CorporationBusinessSearch)

## **Legal Forms Required:**

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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](http://831enterprises.com)!*



## **Important Questions and Tips:**

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- 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*

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

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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](http://831enterprises.com).