

JLC Studio

Business Setup Checklist - Jeremy Huffer

1. EMAIL & PHONE

Create Gmail Account

Go to: gmail.com → Create account → For business

Suggested: jlcstudio.sarasota@gmail.com or info.jlcstudio@gmail.com

Set up Google Voice Number

Go to: voice.google.com → Sign in with new Gmail

Choose a Sarasota (941) area code number

FREE - Forwards to your personal phone

2. BUSINESS FORMATION (LLC)

Form LLC via Tailor Brands

Go to: tailorbrands.com/llc

Select Florida → Enter "JLC Studio LLC"

~\$149 + state fee (\$125)

Or file directly with Florida (cheaper)

Go to: sunbiz.org → Start New Business → LLC

\$125 state filing fee only

Receive Articles of Organization (keep safe!)

3. EIN (TAX ID NUMBER)

Apply for EIN (same day, free)

Go to: irs.gov/ein → Apply Online Now

Select: LLC → Florida → 1 member

FREE - Get EIN immediately

Save/Print EIN confirmation letter

4. BUSINESS BANK ACCOUNT

Open business checking account
Bring: EIN letter, Articles of Organization, ID
Options: Chase, Bank of America, or local credit union

Get business debit card

5. STRIPE (ACCEPT PAYMENTS)

Create Stripe Account
Go to: stripe.com → Start now
Use business Gmail, enter EIN, link bank account
2.9% + 30¢ per transaction

Set up payment links for services

Download tax docs: Dashboard → Reports → Tax forms (1099-K)

Stripe Tax Export: Dashboard → Balances → Reports → Download CSV/PDF for all transactions. Use for tax write-offs!

6. DOMAIN & WEBSITE

Buy domain on GoDaddy
Go to: godaddy.com
Search: jlcstudio.com or jlcstudiofl.com
~\$12-20/year

Connect domain to Vercel
GoDaddy DNS → Add CNAME: @ → cname.vercel-dns.com
Vercel Dashboard → Domains → Add your domain

7. BUSINESS CARDS

Design & order cards
vistaprint.com - Budget friendly, fast **\$20-50**
moo.com - Premium quality **\$50-100**
canva.com/print - Design yourself **\$15-40**

Card Info: JLC Studio | Jeremy Huffer | (941) xxx-xxxx | jlcstudio.com | email | Florals • Events • Tailoring

8. TAX STRUCTURE & WRITE-OFFS

Elect S-Corp status (when revenue > \$40K)
File Form 2553 with IRS - saves self-employment tax

Track these write-offs:

- ☐ Home office (measure square footage)
- ☐ Vehicle mileage (use MileIQ app)
- ☐ Equipment (sewing machines, floral cooler)
- ☐ Supplies (fabric, flowers, decor)
- ☐ Software subscriptions
- ☐ Marketing & website costs
- ☐ Professional development

Set aside 25-30% of income for taxes

Pay quarterly estimated taxes (due 1/15, 4/15, 6/15, 9/15)

9. INSURANCE

Get business liability insurance
nextinsurance.com or thehartford.com
~\$30-50/month

ORDER OF OPERATIONS

1. Gmail → 2. LLC → 3. EIN → 4. Bank Account → 5. Stripe → 6. Domain → 7. Cards → 8. Insurance

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Keep all documents in a safe place. Consult a CPA for tax advice.