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| OFFICE-BASED AGENCY | | |
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| Startup Checklist | | |

# Getting Started

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|  | 1. Conduct a personal evaluation to determine why you want to start a business. | |
|  | 1. Create a business plan: | |
|  |  | * 1. What do we do? |
|  |  | * 1. How do we do it? |
|  |  | * 1. Who do we serve? |
|  | 1. Conduct a SWOT analysis to identify your strengths, weaknesses, opportunities, and threats. | |
|  | 1. Assess how much capital you have available to invest. | |
|  | 1. Discuss your plans with family members to ensure they are behind you. | |
|  | 1. Determine if you want the business to be full-time or part-time. | |