



**PROUDLY SERVING  
DALLAS COUNTY**



**FOCUSED ON GROWING  
SUSTAINABLE BUSINESSES IN  
DALLAS COUNTY**



**PROVIDES PROFESSIONAL,  
NO-COST EXPERTISE FROM  
SEASONED BUSINESS ADVISORS**



**GUIDANCE ON FUNDING FOR  
YOUR START-UP OR EXISTING  
SMALL BUSINESS**



**DALLAS METROPOLITAN SBDC**  
1402 N. CORINTH STREET | DALLAS, TEXAS 75215 | 214.860.5859



# Common Sense Steps to Starting Your Business

- Determine what product or service will be sold
- Perform market research (Site selection, demographic analysis, etc.)
- Investigate your insurance options – know your top 5 liabilities
- Determine a pricing strategy for the product or service
- Complete a Feasibility Study (Help you determine the price point to make your business profitable)
- Develop your written business concept – 25 words or less (Be clear and focused)
- Become an expert in your industry
- Name your business (Choose a name that the public likes, not what you like)
- Make your business legal with the proper filings and operating procedures according to law
- Implement your plan (Know and plan how you want opening day to flow)
- Set up a business banking account (Don't use a personal banking account)
- Get a sales tax permit from the Texas Comptroller's Office
- Secure other legal permits or license(s) that apply to your business
- Write the business plan
- Raise working capital
- Consult with a business attorney, CPA, and two bankers
- Develop a timeline of events from date of idea to actual opening
- Obtain an EIN (Employer Identification Number) from the IRS



*A partnership of the U.S. Small Business Administration and Dallas County Community College District. Advising services are offered by the Dallas Metropolitan SBDC without regard to race, color, age, national origin, religion, sex, or disability. Special provisions will be made for limited-English speaking individuals and those with disabilities. Please contact the Dallas Metropolitan SBDC at 214-860-5859.*



**TO ATTEND A NO-COST, NEW CLIENT  
ORIENTATION SESSION, VISIT OUR WEBSITE  
AND COMPLETE THE ONLINE ASSESSMENT**

**[www.dallasmetropolitansbdc.com](http://www.dallasmetropolitansbdc.com)**