

Our Take on how to Start Your Business freemium way -Dated 2024

Start your business with a strong name, a free website (Google Sites), a free business phone (FongoWorks), free accounting tools (Wave), and free project management (Trello), while leveraging social media and Google My Business for marketing.

1. Choose Your Business Name

Your business name is crucial for branding, perception, and growth. It should reflect your company's purpose and stand out in your industry.

- Check name availability and register when earning over \$30K/year.
- Free logo creation: Canva.
- Business cards: VistaPrint (\$20/100) or Canva (\$20/50).
- Ontario business permits: [BizPal](#).
- [Rules for Naming Your Business in the Digital Era \(Inc.\)](#)
- [Chose a business name, made easy \(Small Business \)](#)
- [5 things to consider when incorporating your business](#)
- [Quiz : Is it best for you to register or incorporate?](#)

2. Create a Website

Your website establishes credibility and is a core branding tool.

- Free website: Google Sites .
- E-commerce platforms: Shopify (\$39–\$399/month), Squarespace (\$15–\$49/month), Yola (free–\$26).
- Key website tips: Plan for growth, keep it simple, use social media, maintain regularly, and optimize for mobile.
- **CREATE A LOGO** with [Canva Free logo maker](#)
An image that identifies your business in an unforgettable and appealing way. It's best to keep it simple and contemporary.
- **GET A BUSINESS CARD** \$20/100 cards with [vista print](#) or [canva \\$20/50 cards](#)

3. Get a Business Phone Number

Avoid using your personal cell number. Options:

- Free business numbers: [FongoWorks](#) Auto-attendant: (free or pro \$10/month), forward it to your cell and make call out via Fongo app
- [FreePhoneLine](#) (extra charges for features).
- SMS-enabled line: [Fongo](#) (\$4.95/month).
- List your business phone # on Google My Business.

4. List Your Services and Products

- Clearly define what you offer.
- Get a professional email address (Google Workspace).
- Business registration/incorporation required for earnings over \$60K/year.

5. Financial & Accounting Setup

- Open a business bank account & credit card.
- Use accounting software (e.g., Wave – free).
- Hire an accountant that can do your personal and business .

6. Business Tools & Online Presence

- Google Workspace (\$7.80 CAD/month) for domain & email.
- Free project management tools: Monday.com, Trello.
- Social media setup: Facebook, Instagram, Twitter, YouTube, LinkedIn, Google My Business.
- File storage: Google Drive, Dropbox.
- CRM software for customer management.
- Get business insurance.
- Set up agreements with vendors & contractors.

7. Organize Your Filing Structure

Use Google Drive, Dropbox, or OneDrive to manage:

- Accounting (bank statements, credit card statements, HST, deposits).
- Customers & Vendors (folders for each client/vendor).
- Marketing (website assets, brochures, photos).
- Admin (inventory, invoices, payables, tax documents).
- Forms (contracts, agreements, estimates).

8. Articles & Additional Resources

- Business Development Bank of Canada (BDC) startup guide: [BDC](#).
- Cloud computing overview: [Datamation](#).
- Secure password management: [GetApp](#).

Here are website 5 tips

- ☐ **Map things out**, and make sure you have a long-term plan for your site.
- ☐ What are your customer's needs, and why are they visiting your site?
Don't make your site specialize in one area, allow yourself room for growth and development in the future.
- ☐ **Keep it Simple**
- ☐ keeping your site concise. Short, sharp sentences keep attention spans much more than lengthy, descriptive paragraphs. Equally, make sure your site's navigation is simple. Streamline your content to avoid any bounce back; ensure that people have no reason to leave your site through excessive functionality, or an abundance of features.
- ☐ **Be Sociable**
- ☐ Make sure you don't miss out on a sizable portion of traffic by implementing social sharing buttons.
- ☐ **Follow Up with Site Maintenance**
- ☐ There are plenty of free tools available that can help you make the most of your site once it's launched. Sharing tools like SumoMe and Shareaholic help you utilize your existing following.
- ☐ SEO tools in content management systems are just as accessible, and can really help you expand your reach. But be careful – you may need help with the construction of a site, and you may also need a hand to best utilize social tools to maintain your site. Never stop testing your site, too. Always check for broken links, easy design changes, working buttons, keywords, loading times, and site performance. By continually testing, you can identify popular content, and identify areas which require improvement. This is a best practice, and one which is often overlooked.
- ☐ **Mobile Optimisation.**
- ☐ It's rumored that over 60% of mobile users won't return to site that isn't optimized for mobile, and will go to a competitor's site instead. Hence mobile optimisation isn't an option, it's a necessity, this is something that you should implement and consider as early as possible.
- ☐ Check out our wide range of services and offers to help your site make its mark.
- ☐ Got this from www.jack-enterprises.com

LIST YOUR SERVICES and PRODUCTS

- CREATE YOUR PRODUCTS OR SERVICES WITH DESCRIPTION
- GET A EMAIL ACCOUNT OR A THE GOOGLE ADDRESS
- GET BUSINESS **LICENCE** OR INCORPORATE IF YOU WILL BE BILLING MORE THAN 60K A YEAR

FINANCIAL /ACCOUNTING / BOOKS

- OPEN A BANK ACCOUNT AND MEET THE MANAGER
- GET A CREDIT CARD just for business
- GET A ACCOUNTING software ie OPEN A FREE [WAVE](#) ACCOUNT
- GET A ACCOUNTANT- sole proprietorship is approx \$400 and corporate ~ \$1400

Business Tools

- [GOOGLE workspace](#) Basic rate \$7.80 cdn/ m this give you the structure and the .ca domain and email @yourdomain name
 - ☐ [google workspace set up](#)
- Free Project management such as [Monday.com](#) or [Trello](#) especially if you will work with a team
- CREATE A SOCIAL ACCOUNTS
 - ☐ FACEBOOK
 - ☐ INSTAGRAM
 - ☐ TWITTER
 - ☐ YOUTUBE
 - ☐ LINKED IN
 - ☐ ALIGNABLE
 - ☐ MY BUSINESS (GOOGLE)
 - ☐ OTHERS
- CREATE A SHARED DRIVE WITH GOOGLE DRIVE OR DROP BOX
- LOOK INTO A CRM (CUSTOMER RELATION MANAGEMENT SOFTWARE)
- GET INSURANCE
- SET UP AGREEMENT WITH VENDORS OR SUPPLIERS
- SET UP AGREEMENT WITH FELLOW CONTRACTORS (pricing , area served hour available)

FILING STRUCTURE start it right from the beginning

Create Somewhere like google drive folders or drop box , one drive :

This is important to start this right away and file stuff as you go along it makes it easy to find stuff and it keeps it organized google free and if you change app its already structures just cit and paste

2020 ACCOUNTING (folder)

- BANK STATEMENTS (folder)
- CREDIT CARD STATEMENTS (folder)
- DEPOSITS (folder)
- HST(folder)
- OTHER(folder)

CUSTOMERS(folder)

- CREATE A FOLDER FOR EACH CUSTOMER (folder)

VENDORS(folder)

- CREATE A(folder)FOR EACH VENDOR your agreements go in there

QUOTES

- this is a place where when you work on a estimate or quote PDF when sold the invoice goes in the CUSTOMER FOLDER if you want

MARKETING

- WEBPAGE
- OTHER

ADMIN

- INVENTORY
- ACC PAYABLE
- ACC RECEIVABLE
- CRA
- OTHER

PICS

- JOB PICS
- LOGOS
- OTHER

BROCHURES

FORMS

Forms like needs and expectations

Questionnaires

ARTICLES

Share your passion SALES is not a bad word

-say what you want to get across first

-Nothing happens unless you put energy in it .

BDC HOW TO START A BUSINESS

<https://www.bdc.ca/en/articles-tools/pages/default.aspx>

Cloud computing

<https://www.datamation.com/cloud-computing/cloud-adoption.html#risks>

Single Sign on (password manager)

<https://www.getapp.com/security-software/single-sign-on-sso/>