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Your New Business First 30 Days

*A simple checklist for getting your finances
organised*

FOUNDATIONS

- ☐ Choose Business Name
- ☐ Choose your business structure
- ☐ Register with HMRC / Companies House as appropriate
- ☐ Check whether you need any licences or registrations
- ☐ Open a separate business bank account
- ☐ Set up a business email and basic admin system

TAX

- ☐ Check whether you need to register for Self Assessment
- ☐ Check whether VAT registration applies
- ☐ Understand your tax deadlines
- ☐ Understand how you will pay yourself
- ☐ Make a note of your key filing and payment dates
- ☐ Register for PAYE if you are going to employ anyone

FINANCES

- ☐ Choose accounting software
- ☐ Connect your business bank account
- ☐ Set up your sales invoicing
- ☐ Set up receipt and expense capture
- ☐ Create a system for keeping financial records
- ☐ Decide who will manage the bookkeeping
- ☐ Decide how customers will pay you
- ☐ Make sure your invoices include the information they need

READY TO TRADE?

- ☐ Get business cards if you need them
- ☐ Create a professional quotation/proposal template
- ☐ Create terms and conditions
- ☐ Arrange appropriate business insurance
- ☐ Check whether you need professional indemnity insurance
- ☐ Set up a system for managing customer enquiries
- ☐ Create a simple customer database or CRM

You started a business to do what you love. You don't have to become an accountant as well. Accountancy Solutions can help you choose your software, get your bookkeeping set up, understand your tax responsibilities and keep your accounts on track.

BE SEEN

- ☐ Set up or claim your **Google Business Profile**
- ☐ Check your business name, address, phone number and website are correct
- ☐ Add your opening hours and services
- ☐ Add some good quality photos
- ☐ Ask your first happy customers for Google reviews
- ☐ Create a **LinkedIn** profile or update your existing one
- ☐ Create a **Facebook business page** if it is relevant to your customers
- ☐ Secure your business name/handle on relevant social media platforms
- ☐ Set up a simple website or landing page
- ☐ Add relevant keywords to your web pages so search engines can index them correctly
- ☐ Make sure your website has your contact details and a clear description of what you do
- ☐ Add your business to relevant local directories or industry listings
- ☐ Tell your existing network that you've started the business
- ☐ Partner with others: Cross-promote with non-competing local businesses that share your target market.
- ☐ Consider joining a local networking group
- ☐ Create a simple plan for how you will keep your business visible

Don't try to be everywhere.

You don't need to be on every social media platform from day one. Choose the places where your customers are most likely to find you and concentrate on doing those well.

30 DAY CHECK

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| ☐ Do I know how much I've invoiced? | ☐ Do I know roughly how much tax I'm going to owe? |
| ☐ Do I know how much I've been paid? | ☐ Do I know whether I'm actually making a profit? |
| ☐ Do I know what I owe suppliers? | |