



BASIC SMALL BUSINESS STARTUP CHECKLIST

For many, owning a PEMF system is also their first experience in owning and operating a small business. This brief but comprehensive checklist contains the key steps to get your business up and running quickly, effectively, and legally.

- [Choose and register your business name](#)**
 - Secure a web domain

- [Obtain your Federal Tax ID Number for bank accounts and check your state's regulations for a State Tax ID Number](#)**

- Talk to a tax accountant** experienced in small business operations in your state for best practices and establishing business bank accounts

- [Obtain Liability and General Business Insurance](#)**

- PULSE EQUINE OWNERS:** Review your state's Veterinary Practice Acts for any additional steps you may need to take as a PEMF Professional

- Create forms and documentation** and review them with a small business attorney
 - Check out our samples and templates for [ICFs](#), [Printable Forms](#), [Digital Forms](#), and more under [Resources](#)

- Map out pricing and packages**
 - PULSE EQUINE OWNERS:** Consider different price points for different species

- Select your preferred method(s) for **obtaining and tracking client information and payment**

- Create (or hire a graphic designer to create) a unique business logo**
 - Check out our [Brand Usage Guidelines](#) to learn how to utilize our Pulse Certified and PEMF Powered by Pulse logos

- Set up an business email address and consider adding a business phone number**

- Complete your [Pulse Virtual Training](#), complimentary with your system, and continue practicing

- Create your business social media pages and spread the word in local groups**