

Before You Spend a Pound: The Practical Basics of Starting Up

Quick Start-Up Worksheet

Is what I'm doing today helping me find customers or improve the solution?

! Your Solution (Start Here)

What problem do you solve — and who for?

I help _____

solve _____

by _____

🎯 Name It Clearly

Would your ideal customer understand and remember your name? Check it with:

- Friends
- Companies House
- Domains such as .com and .co.uk
- Social media handles
- Bad reviews on dissolved companies

👤 Keep It Separate

Treat your business as a separate entity. You may be the face of it, but you need to track every penny you invest. Think of the tax you will save when you recoup the investment.

📈 Progress Over Perfection

What are you waiting to "perfect"?

What's the quick, simple version you could do now?

- Post it
- Test it
- Ask for feedback

👥 Know Your People

Where do they hang out:

How do they describe their frustrations:

How does it make them feel:

- Stuck _____
- Frustrated _____
- Overwhelmed _____
- Other _____

📋 Set It Up Properly

- HMRC
- Business Bank Account
- Structure
- Social Handles

🆓 Start Free, Stay Lean

What subscriptions can you save:

- Canva
- LLMs (e.g. ChatGPT, Claude, Copilot)
- Accountancy App
- Social Media

