



## How to Start a Production Company (Checklist)

1. **Do Market Research.** 
  - a. Survey consumers.
  - b. Research economic studies.
  - c. Study competitors.
  - d. Analyze the demographics of your target market.
  - e. Pass out samples.
  
2. **Refine Your Concept.** 
  - a. Decide what you want to produce.
  - b. Describe your company in one sentence.
  - c. Gather feedback.
  
3. **Give Your Business a Name.** 
  - a. Decide on a name.
  - b. Check if it is available.
  - c. Trademark the name.
  
4. **Create a Business Plan.** 
  - a. Executive summary.
  - b. Business description.
  - c. Market analysis.
  - d. Organization management.
  - e. Sales strategy.
  - f. Funding needs.
  - g. Financial projections.
  
5. **Create a Legal Entity.** 
  - a. Choose your legal structure.
  - b. Register with your State.
  - c. Get an Employer Identification Number (EIN).
  
6. **Secure Financing.** 
  - a. Attract investors. 
    - i. Sell equity in your business.
    - ii. Secure a private loan from friends or family.
  - b. Apply for a loan.

- i. Meet with a lender.
- ii. Fill out the application form.
- iii. Provide collateral and your credit history.
- iv. Sign a loan agreement after approval.

**7. Purchase Insurance.**

- a. Find out what type of insurance your business needs.
- b. Find a provider or agent.
- c. Purchase a policy.

**8. Find Office/Retail Space.**

- a. Determine if you really need a space.
- b. Calculate costs. 
  - i. Find out what's in your budget.
  - ii. Total utilities.
  - iii. Total technology costs.
  - iv. Total rent and maintenance.
- c. Shop around.

**9. Hire Employees or Freelancers.**

- a. Write a job description.
- b. Post on a job board.
- c. Review applications and resumes.
- d. Interview candidates.
- e. Check references.
- f. Send a job offer.
- g. Fill out the mandatory IRS forms.

**10. Brand and Advertise.**

- a. Craft your brand. 
  - i. Write an elevator pitch.
  - ii. Find out who your customers are.
  - iii. Decide what kind of brand personality you want to have.
  - iv. Determine what you want people to associate your brand with.
- b. Connect with customers through advertising. 
  - i. Set up email marketing software.
  - ii. Set up SMS marketing software.
  - iii. Create social media accounts for your business.
- c. Network. 
  - i. Attend industry events.

ii. Join relevant guilds and societies.