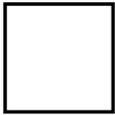


# BUSINESS INFRASTRUCTURE

Some of these may be remedial depending on your stage of business. Some of these may be good refreshers for you - a time to look at updating what you already have, Some of these may be brand new to you if you're just starting out. No matter where you are, there are many options out there - if you have something that's working for you...great! And if not, these are a few guidelines to get your business up and running! These are suggestions only. Most of these services are ones we have used ourselves, however, these are not affiliate links. Do your own due diligence and find what works for you!



## CORPORATION

Contact your attorney or accountant or business advisor - do you have or need a sole proprietor, LLC, C-corp, S-corp?

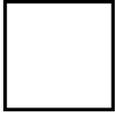
Recommendations:

<https://www.incorporate.com>

<https://www.mycorporation.com>

<https://www.legalzoom.com/business/business-formation/>

When you have a corporation formed, go to your local bank and open a business account.



## WEBSITE/URL

You'll want to keep this as simple as possible - home page, about page, contact page

Recommendations:

<https://www.squarespace.com>

<https://www.weebly.com>

<https://www.wix.com>

If you don't already have a url for your business, you can get one through these sites or through <https://www.godaddy.com>

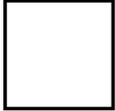
You don't have to have a logo, but if you want one, you can make one here: <https://www.canva.com> This is also a great resource for royalty free and/or cheap images.

If you are looking for speaking engagements, you'll also want to have the following on your website:

- bio
- testimonials
- speaker kit
- list of speaking topics
- headshot
- a 3-5 min demo reel/video

# BUSINESS INFRASTRUCTURE

**These are suggestions only, not affiliate links.  
Do your own due diligence and find what works for you!**



## EMAIL/CRM

You can always start with an excel spreadsheet, but eventually you'll want to have a CRM to manage your email list.

Recommendations:

<https://mailchimp.com>

<https://www.activecampaign.com>

<https://www.constantcontact.com>



## PAYMENT PROCESSOR

You'll want to connect your bank account to:

<https://stripe.com>

<https://www.authorize.net> is an alternative, so is paypal, but these may or may not connect to the services below. Stripe is our preferred payment processor.

For quick and easy payment links, you'll then want to connect Stripe to: <https://www.chargekeep.com>

For other integrations with Stripe go to: <https://stripe.com/works-with/type/platform/category/recurring-payments>



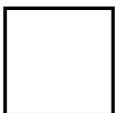
## APPOINTMENT CALENDAR

Appointment/Calendar Recommendations:

<https://www.oncehub.com/scheduleonce/home>

<https://calendly.com>

<https://acuityscheduling.com>



## APPLICATION/QUESTIONNAIRE

Application/Questionnaire Recommendations:

You can create a form within Squarespace!

<https://www.jotform.com>

<https://www.wufoo.com>