

# Checklist for Being a Writing Professional

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## Business Setup

- Legal structure and name
- Business bank account
- Resale certificate

## Basic Business Presence

- Basic visual branding (fonts, colors, logo)
- Website
- LinkedIn profile
- Social media
- Email address (ideally at your website domain)
- Business card

## Financial Management

- Bookkeeping system
- Accounting method (cash or accrual)
- Recordkeeping method (receipts, invoices, bank statements, etc.)
- Invoicing method
- Accepting payments (check, credit card, PayPal, etc.)
- Budget (monthly or annual)
- Taxes (income, sales, etc.)
- Financial reporting

## Pricing

- Pricing strategy
- Payment arrangements (hourly, retainer, milestone-based, etc.)

## Time Management

- Time budgeting (hours per week)
- Time tracking
- Time analysis

## Client Experience

- Client set-up checklist and tracking sheet
- Client contracts
- Client scheduling (email? Calendly or Acuity?)
- Availability to clients
- Client niceties (cards, gifts, etc.)

## Getting Support

- Bookkeeper/CPA
- Attorney
- Tech support/website help
- Admin support/virtual assistant
- Mastermind group
- Coach/mentor

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My top three priorities are: