

## The iMarketer Checklist > Get Started

The iMarketer day-to-day is a whirlwind of managing projects, people, clients, your own brand — and your life. Phew! That's a lot on your plate. It's fun, though, we promise! And we're not going to leave you feeling overwhelmed on your own.

This checklist is your go-to nagging BFF as you're starting out. Print it out. Check off items in whatever order works for you and your goals. If you start feeling overwhelmed, if you start wondering what you should prioritize your time on, find an unchecked box and make it happen. There's a lot more to do, you'll find as you dig in deeper, but these things will set you on the fast-track to your own success.

### iMARKETER ESSENTIALS

- Read the iMarketer Blueprint Guide (trust us, reading is good for you!)
- Explore your iMarketer resources on the website's Portal
- Sign up for your first monthly consultation call with an iMarketer boss
- Say a big hello to the iMarketer community
- Download the 29 procedures and corresponding worksheets

### YOUR BUSINESS AND BRAND

- Write your mission statement
- Write your vision statement
- Choose your name
  - Research if the name is someone else's
  - Make sure a domain (www.) name is available
- Lock down your target client and ideal industry niche(s)
- Bring your brand's visual identity to life
  - Logo
  - Color palette
  - Fonts
- Clear your throat and find that brand voice
- Set up or update your personal LinkedIn profile
- Spiffy up your email with a signature
- Nab your business pages on social media before anyone else does
- Create a website

### **YOUR PEOPLE TO CONNECT WITH**

- Determine who you need on your subcontractor squad
- Find and connect with your new team members who will live into your brand (Hint: the how-to on managing your subcontractor team is in the Blueprint Guide!)
- Scope out prospective clients
- Network, network, network!
- Hire an accountant.
  - Get the quarterly tax estimate 101
  - Talk subcontractor 1099s
- Hire an attorney
  - Finalize agreements for subs and clients based on your state's laws

### **YOUR PROJECT-READY GOODIES**

- Determine billing process and choose billing system
- Choose a project management system
- Prepare proposal template