

EVENT PLANNING STARTUP CHECKLIST

BASIC INFORMATION	
Business Name: _____	Domain Name: _____
Business Owner: _____	EIN: _____
Business Address: _____ _____	Social Media Handles: _____ _____

STATEMENT OF PURPOSE/ MISSION STATEMENT
_____ _____ _____

MARKET ANALYSIS
Who is your target audience? _____ _____
What will you offer your audience? _____ _____
How will you connect with your audience? _____ _____
How will clients contact you? _____ _____
What is your ideal audience demographic? _____ _____
How will you connect with prospective customers? _____ _____

COMPETITOR ANALYSIS

Competitor 1: _____

Website: _____

Mission Statement: _____

Notes: _____

Competitor 2: _____

Website: _____

Mission Statement: _____

Notes: _____

Competitor 3: _____

Website: _____

Mission Statement: _____

Notes: _____

How will you stand out from competitors? _____

MARKETING STRATEGY

What advertisement campaigns will you run? _____

What are you selling and how much does it cost? _____

Do you have brand colors and a logo? _____

Legalities

Do you have event insurance? _____

Do you have a business bank account? _____

Did you register your business? _____

CASH FLOW FORECAST

Projected monthly income: _____

Projected monthly expenses: _____
