

Business Legitimacy Guide

How to make your business official, credible, and ready to grow.

This guide helps you get your business legally registered, set up for payments, and prepared for basic tax and compliance needs—all with beginner-friendly steps and free/low-cost tools.

1. Register Your Business (LLC or Sole Proprietor)

Start small but protect your business legally.

- Sole Proprietor (easiest, lowest cost, often requires no formal filing)
 - LLC (Limited Liability Company) offers personal protection and credibility
 - Check your state's Secretary of State website
 - File online (typically \$40–\$200 depending on the state)
 - Optional: Use tools like [ZenBusiness](#) or [Incfile](#) for guided setup
-

2. Get an EIN (Employer Identification Number)

Free and easy from the IRS. Needed for taxes and business banking.

- Visit: irs.gov/ein
 - You don't need employees to get one
-

3. Set Up a Business Bank Account

Keep your business and personal finances separate.

- Recommended banks with free options:
- Bluevine
- Novo
- Relay

- This also helps when you want to receive payments from Stripe or PayPal
-

4. Set Up Stripe for Payments

Even if you're not selling yet, get ready to.

- Go to stripe.com and create an account
 - Connect it to your business bank account
 - Later, TechLauncher can help integrate Stripe with your site, CRM, or funnel
-

5. Start Thinking About Taxes

You don't need an accountant yet, but keep things clean.

- Track expenses and income from day one (Google Sheets is fine to start)
 - Save receipts (take photos or use a receipt tracker app like Wave or QuickBooks Self-Employed)
 - Consider quarterly taxes if you earn more than \$400 from self-employment
 - Optional: Use tools like Keeper or FlyFin for AI-assisted tax help
-

6. Bonus: Future-Proofing with Automations (Optional)

Get a taste of what's possible with business automation—even before you're ready to scale.

- What is automation?

Automatically send emails, texts, follow-ups, or review requests—without lifting a finger.

- Why it matters:

Saves time, builds credibility, and gives you a competitive edge (even as a solo founder).

- Simple first steps:
 - Brainstorm a few customer touchpoints (welcome message, appointment reminder, thank-you email)

you

- Start imagining how you'd want your business to run on autopilot
- You can handle this later—or let TechLauncher set up all your automations for
- Bonus Tool Ideas:
- Zapier (Free tier) – Connect apps and automate simple workflows
- ChatGPT – Use prompts to write emails or generate follow-up messages
- TechLauncher CRM – Full automation tools, all-in-one platform