



## **Build Your Successful Coaching Practice Action Worksheet #1: Establish a Solid Foundation**

**Objective:** Complete the essential legal and financial steps you need to take to operate your business on a solid foundation.

These steps are straightforward and will take a total of about two days of your time. (If your foundation is already solidly established, you can just enjoy checking off the boxes!)

Accountant/Taxes

Hiring and working with an accountant is easy and worth it. Ask for local recommendations and hire someone you can pay just for services performed.

Note: businesses need to pay estimated federal taxes on a quarterly basis.

Most states do not charge sales tax on professional services. To be sure, just ask your accountant or google: *[your state] taxes on professional services*.

Time to complete: ½ day  
Complete by: \_\_\_\_\_

Business Name Registration

In most states, this is an easy process that you can do for yourself online. To find out how, google *[your state] Division of Revenue or Taxation*.

Time to complete: 1 hour (then a couple of weeks for receipt of paperwork)  
Complete by: \_\_\_\_\_

Incorporation

Incorporation is a state-specific process. Most coaches choose to incorporate as Limited Liability Corporations (LLC) in the state in which they do business, but you'll want to check this out with your accountant.

You have three options for completing the process:

1. Do it yourself: Google your state's Division of Treasury or Taxation
2. Use a legal document service: legalzoom, nolo, rocketlawyer
3. Hire an attorney (\$\$\$, more help than you probably need)

Time to complete: 1 day (then a couple of weeks for receipt of paperwork)  
Complete by: \_\_\_\_\_

Federal Employee Identification Number (FEIN)

Your FEIN is your tax ID number for the IRS. You'll need it for all of your state and local tax filings, setting up a bank account, and other business purposes, even if you don't have any employees.

You'll apply for your FEIN as part of your state incorporation process. If you use a legal document service or attorney, they will apply for you.

Coaching Liability Insurance

A coaching liability policy costs a few hundred dollars a year and is worth having. Google [*your state*] *Coaching Liability Insurance* for options.

Time to complete: 1 hour

Complete by: \_\_\_\_\_

Finances

No matter how you've incorporated, you'll need to keep your business finances (banking, credit/debit card, expenses) separate from your personal finances. So once you have your FEIN, go ahead and set up:

Business checking account

Time to complete: 1 hour

Complete by: \_\_\_\_\_

Business credit/debit card

Time to complete: 1 hour

Complete by: \_\_\_\_\_

A basket for receipts and records to give to your accountant

Time to complete: 5 minutes

Complete by: \_\_\_\_\_