

THE ULTIMATE HANDYMAN BUSINESS STARTUP CHECKLIST

INITIAL STEPS

- Find your unique selling proposition (USP).
- Analyze the local market.
- Create a comprehensive business plan.
- Understand legal requirements.
- Register your business.
- Obtain insurance.
- Determine your pricing structure.

FINANCIAL CONSIDERATIONS

- Calculate initial investments.
- Track operational expenses.
- Set competitive yet profitable pricing.
- Secure the right insurance.
- Plan for growth.

MARKETING STRATEGIES

- Build a professional website.
- Claim and optimize your Google My Business listing.
- Engage with clients on social media.
- Leverage word-of-mouth referrals.
- Invest in paid advertising.