Start a Small Business from Home in 2025 – Checklist

1. Brainstorm Your Business Idea

• List your passions and skills.

• Identify problems you can solve.

• Check market trends and demand.

2. Conduct Market Research

• Define your target audience.

• Research competition and pricing.

• Validate your idea using tools like Google Trends and Reddit.

3. Write a Simple Business Plan

• Define your mission and goals.

• List your products/services.

• Estimate budget and profit potential.

4. Register Your Business

• Choose a business name.

• Register your business legally (DBA, EIN, etc.).

• Open a business bank account.

5. Set Up Your Workspace

• Designate a distraction-free zone.

• Invest in a desk, chair, and supplies.

• Ensure good internet and tech setup.

6. Build Your Online Presence

• Create a website (Wix, Shopify, etc.).

• Set up social media and Google Business.

• Use a professional email address.

7. Launch & Promote Your Business

• Announce your launch on social media.

• Offer launch discounts or giveaways.

• Collaborate with micro-influencers or friends.

8. Choose a Profitable Business Idea

• Handmade products (candles, jewelry).

• Digital products (planners, templates).

• Services (VA, tutor, pet sitter).

• Content creation (YouTube, blogs).

• Subscription boxes or kits.

9. Follow These Business Tips

• Start simple and grow gradually.

• Use tools to automate tasks.

• Track finances from day one.

• Stay consistent and visible.

10. Avoid These Mistakes

• Don’t wait for perfection to launch.

• Avoid underpricing.

• Take customer feedback seriously.

• Don’t try to do it all alone.