

Starting Your Organizing Business

You are ready to begin your new career in Professional Organizing, but you are just not sure what to do first. Don't worry! We've got you covered. Follow these simple steps to get started.

Let's begin with the fun part!

NAME

Deciding the name of your company is exciting! This is the first step to introducing yourself to the public. Choose something that fits your style and approach to organizing.

Are you a minimalist? Choose a name like, *Simple Living Spaces*.

Are you looking to have your name recognized within a specific area? Perhaps this type of name would work for you. *Dallas Metro Organizers*

Feel free to keep it simple and use your own name. *Sara Bloom Organizing*

BRANDING

What is branding?

Branding is the marketing practice of creating a name and design that sets your product apart from other products.

You are the product!

So, branding is all about creating your unique public image. Just like deciding on a name- branding is designing your public image.

Create a cohesive look across all branding elements.

Here is what you need to create to create your branding package:

LOGO

Your logo is single most identifiable part of your branding package.

It can contain your name or company name, or just a graphic representation of what your company does.

Choose colors, fonts and images that match your branding theme.

WEBSITE

Your website serves many purposes including presenting to the public the type services your company provides and is key to advertising your business. Clients will find you through your website and no matter where any other advertising occurs- they will be led back to your website to verify your business validity.

More than anything else, your website represents who you are and your unique style to the public.

Your website theme should match the colors and style of your logo.

Content to include in your website should be your

- Service Area
- Specific Services
- Fees
- Qualifications
- Contact Information

DOMAIN NAME

Your website needs a home- it's unique domain.

If your company name is Sara Bloom Organizing, you should try to obtain the domain name www.sarabloomorganizing.com or a close variation.

EMAIL

An email that matches your business and domain name is preferable to a standard GMAIL or free email account.

A business email is best simply because it makes you appear more professional and serious about your business.

BUSINESS CARDS

Now that you've branded your business you can make your business cards!

Your business card should include your logo, name, website address, email and phone number.

Now for the Business Details!

CORPORATE STRUCTURE

LLC C-Corp S-Corp

What do all of these mean and how do I choose?

There are different ways to incorporate your business including

- LLC (Limited Liability Company)
- C-Corp (C- Corporation)
- S-Corp (S-Corporation)

Incorporating can protect you, the owner, from personal liability from company debts and obligations.

Deciding how to incorporate will affect your tax structure among other things.

To be brief, C-Corps and S-Corps are the more complex of the 3.

An LLC is more simplistic and can be set up as a sole proprietor (aka single business owner). Many sole proprietor small business owners, like Organizers chose to start up as an LLC.

You can usually do this by yourself on your State's Department of State website or have your accountant or attorney do this for you.

Be sure to consult with your attorney or accountant to make the best choice for you!

TAX ID

Once you've decided on a Corporate structure you may want to apply for a Federal Tax ID number, also known as an EIN.

For single-member LLCs, you are not required to have separate EINs because you are not considered employees of the LLC by the IRS. However, if your single-member LLC has other employees you are required to obtain an EIN and file employment taxes.

C-Corps and S-Corps do need to obtain an EIN.

LOCAL BUSINESS LICENSE

Your local municipality or township will likely require you to register your business.

Check with their website or call the township office to inquire about their requirements. These licenses are usually very inexpensive and easy to obtain.

BUSINESS BANK ACCOUNT

You'll need to know if you require a separate business bank account.

If you chose a C-Corp or S-Corp for your corporate structure you will be required to have a separate account.

If you chose the simple route and are an LLC or sole proprietor, you can choose to use your personal bank account or open a business account.

No matter which corporate structure you choose, you'll need to keep track of all business income and expenses. *Which brings us to....*

BOOKKEEPING

It's easy to track your income and expenses. Professional Organizing is a low maintenance business. In other words, the income source is fairly simple- from clients, and there are not many expenses to track.

Your typical expenses will be website costs, internet, advertising, cell phone, travel expenses (gas or mileage) and office supplies.

A simple spreadsheet (Excel) is a great way to start.

PAYMENTS

Will you accept Checks, Cash or Credit Card payments?

Checks and cash are the easiest forms of payment to begin with.

Accepting credit cards is not difficult. You can sign up with an online service like Stripe in just minutes. Then you'll be ready to accept payments online or "point of sale" (your client's home) on your cell phone.

INSURANCE

Insurance for Organizers is similar to liability insurance for a Home Cleaning Service and is fairly low cost.

Insurance provides protection against damaged items and accusations of theft.

These 14 steps will help get you on the road to your Career in Organizing. Your journey is just beginning!

Want to connect with other like-minded Organizers who are on the same path as you?

Join us at ASPO! We offer our members so much including, education, certification, a member's only forum, and member promotion to the public.

