

## An 11-Step Checklist to Self-Employment

We all dream of becoming our own boss. It's a common aspiration because self-employment means independence and self-sufficiency. It's a freedom that we don't see in the corporate world.

To help you get there, we've taken our experience, broken it down, and turned it into a simple checklist so you can take the charge towards a more fulfilling life.

### 1. DISCOVER YOURSELF

Instead of an *Eat, Pray, Love* journey, we recommend defining the circumstances in your life that support or detract from becoming self-employed.

- What skillsets do you have that will contribute to your future career and where do you need to round out your abilities?
- Are you in a good place for a major transition? How stable are your health, relationships, and how much discipline do you have?

### 2. CHART YOUR JOURNEY

Arguably the most important step in the process of becoming self-employed is deciding how you want to secure your future. How are your skills going to translate into a steady income?

- List out all the possibilities you have.
- Compare your strengths to the different avenues you're considering.
- Research what other similar entrepreneurs have had to learn to keep themselves afloat.

### 3. TEST THE WATERS

Once you've decided on a course to take, you should check the climate before diving in. Gather information about your target market and how well your industry is currently doing.

- Find your target audience.
- Develop buyer personas and map out customer journeys.
- Do market research.
- Try working part-time.

### 4. START A RAINY-DAY FUND

Starting a new business or transitioning into self-employment usually takes some time, no matter how prepared you think you are. You should set aside some money for expenses you'll incur and emergencies you might have.

- Analyze the expenses you currently have *and the expenses you expect to have*.
- Create a budget.
- Shore up savings for future expenses.
- Consider external funding options (i.e. investors or loans).

### 5. BLUEPRINT EVERYTHING

Stretch your foresight muscles and chart out your path to becoming self-employed. While you're at it, you might as well plan out a little around the life you intend to lead.

- Create a business plan.
- Prepare pitch decks. Don't forget to KISS – Keep Your Solution Simple – you can go into more detail in future meetings.
- Schedule future events like investor meetings.
- Create the work-life schedule you expect to have and fill it up as much as possible. Check: Does it suit your needs?

## 6. NAME YOURSELF

If you're like most self-employed people, you've probably been rifling through names in your head from the moment you began considering moving toward a more independent life. Pick some of your favorites and run some tests to see which are the most successful.

- Brainstorm a few different options.
- Ask around to see how people you know feel about the name and whether they have any suggestions.
- Check the availability of your business name online, including web domains and social media channels (try using a service like [NameCheckr](#)).
- Register your business name (you can buy a domain at [GoDaddy](#)).

## 7. MAKE LEGAL PREPARATIONS

There are a few hoops you have to jump through before realizing your dream. Every business has different requirements that they must fulfill, so make sure you've covered all your bases.

- Consider filing for incorporation – is it worth the extra expense and can you afford that margin?
  - Singapore members, find [incorporation services here](#) and get [a free consultation and discounted legal assistance](#).
  - Hong Kong members, we've got several discounts on incorporation and legal support options under our [benefits](#).
- Get your licenses and permits approved.
- Check if intellectual property could provide value to your business and consider registering trademark(s) related to your brand.

## 8. LAY YOUR FINANCIAL FOUNDATION

As most self-employed workers can tell you, it's better to prepare for tax season while you work. Set up your systems now, and follow through on them, so everything is organized when the time rolls around.

- Look into accounting services and bookkeeping software.
- Learn how to keep your books on your own.
- Outsource the work by hiring an accountant.

## 9. FIND OR MAKE A HOME BASE

Next on the agenda is for you to secure a regular workspace. Make sure you have a dedicated work area that will allow you to focus on your work, undisturbed.

- Decide between working from home, renting an office, or registering at a coworking space
  - Doerscircle members in Singapore have access to [more than 40 work spaces with a single pass](#).
  - Hong Kong-based members can get discounted workspaces [here](#)).
- Register your business address
  - If you prefer to register a business address different from your home address, check out our [registered business address package for Singapore](#) – note that this is also included in several of our incorporation packages.

## 10. DEVELOP YOUR BRANDING STYLE

It's crucial that you come up with an aesthetic that you can apply consistently across any materials that you publish – this applies to both static and dynamic content. Some developed companies even apply their branding to internal documents.

- Craft a brand guide based on your brand story.
- Pick with a color palette and brand voice.
- Design your logo (or hire a designer).

## 11. BUILD YOUR ONLINE PRESENCE

There's no reason to wait to build up your brand. Get a jump start on publishing content and building your social media profiles so that you can get interest bubbling before you've even opened your doors (so to speak).

- Build your website.
- Choose a backend server to host your website.
- Identify your top 3 preferred social media channels based on your customer profiles.
- Develop a social media strategy.
- Apply your branding comprehensively.

## 12. SELL! SELL! SELL!

This is the moment you've been waiting for. It's time to dive in – no amount of preparation will mitigate all of your risk. If the climate is good and you're reasonably confident about your skills and dedication, this is your green light.

Shout it from the rooftops! You've got something to sell!

- Develop a marketing plan.
- Network and spread the word as much as you can.
- Look for mentorship opportunities or colleagues you can collaborate with.
- Maintain your social media relations.
- Stay flexible and keep learning!

\*This list is not exhaustive to becoming a successful Independent Doer. It should be seen as a guideline to help you to get your journey as an Independent Doer started. The [Doerscircle Terms & Conditions](#) applies when using these guidelines.