



STARTUP CHECKLIST

- ☐ **LLC** - You need to form a Limited Liability Corporation. You can make it any name you want. However, it usually cannot be the same as your fictitious name. We usually recommend something general like North Carolina Gym, LLC.
- ☐ **FICTITIOUS NAME or D/B/A** - This is the name you will actually use for your business. Think of this as your brand. Often, this name needs to be different from your LLC. For example, My Gym, LLC is your business name, but you operate as The Sweat Factory.
- ☐ **OPERATING AGREEMENT** - This is the Standard Operating Procedure for your gym. Even if you are the only owner of your LLC, you need an operating agreement.
- ☐ **BUSINESS BANK ACCOUNTS** - Open these after you have your LLC and fictitious name filed and approved by your State. We say "accounts" because you will want at least two. One for your operating account and one for taxes.
- ☐ **BUSINESS LOAN AGREEMENT** - If you are taking out a loan, make sure you know and understand this agreement forward and backward.
- ☐ **LEASE AGREEMENT** - You are about to open a unique business. Make sure your lease agreement is compatible with your business and is drafted to protect your business as much as possible.
- ☐ **LIABILITY INSURANCE** - Find an insurance policy designed for gyms. We suggest Affiliate Guard.
- ☐ **MEMBER WAIVER** - This will protect your business from lawsuits. Make sure your language is what you need.
- ☐ **MEMBERSHIP CONTRACTS** - Members/Clients will try to take advantage of you. Written contracts make sure everyone is on the same page and everyone understands your rules around their membership.



- ☐ **EMPLOYEE CONTRACTS** - If you are going to hire workers, you need contracts so your employees know what is expected of them and what they are permitted to do if/when they leave your company.
- ☐ **ACCOUNTANT** - Get a good accountant to make sure you are paying your taxes and keeping as much money as you can.

