Module 1: Setting Up Your Business

Where Can You Run This Business Model From?

- Anywhere in the world
- Selling in the United States
- Selling Elsewhere

Where to Incorporate

- Incorporating the United States
    - **State:** Delaware
    - **State:** Wyoming
- Incorporating in Canada
- Incorporating Elsewhere

Incorporation Filing Services

- United States: Zen Business
- Canada: Law Depot

Doing Business As

- The difference between corporate name and DBA name
- What is DBA?
- Why is DBA important?
- How to File DBA?

EIN

- What is EIN? (Employee Identification Number)
- Why is EIN Important?
- How to Get EIN
    - Obtaining an EIN as a US Citizen with a US company
    - Obtaining an EIN as a non-us Citizen with US company
    - Obtaining an EIN with a Non-US Company

ITIN

. Paypal and US wallets

Resale Certificate

- What is a Resale Cert.?
- Why is a Resale Cert important?
- How to get Resale Cert
- When you do/do not need it

- Uniform Resale Certificates

Phone Number

- What is a business phone number?
- Why is a business phone number important?
- How to get a business phone number
    - Open Phone
    - Air Call
    - CallHippo

Virtual Address

- What is a virtual address?
- Why is a virtual address important?
- Virtual Address
- United States addresses
- Non-US Citizens
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Business Banking

- What is a Business Bank Account?
- Why is a Business Bank Account important?
- How to get a Business Bank Account?
    - Wise
    - Revolute
    - Air Wallex

Business Credit Cards

- What is a Business credit card?
- Why is a Business credit card necessary?
    - United States
        - AMEX
        - Chase
        - Capital 1
    - Canada
        - AMEX
        - Scotiabank
        - RBC
        - Jeeves
    - Elsewhere
    - Using a Pre-Load Card

Profit and Loss Cashflow Tracking

- What is Profit and Loss Cashflow Tracking
- Why is Profit and loss Cashflow Tracking important

- How to do Profit and Loss Cashflow Tracking

Profit First Accounting Methodology

- What is Profit First Accounting
- Why is Profit First Accounting Important
- How to do profit first accounting