

## Pole Business Checklist

*Hurray! You love pole dancing, and now you have a great business idea on how to improve the lives of your fellow polers! Congrats and welcome to being a pole-preneur!*

*The IPIA supports all pole businesses through education, discounts to relevant partners, offering networking opportunities, as well as advocacy and research.*

*Use this checklist with links to resources as you build your new pole business!*

- Did you do a SWOT analysis?**  
To understand the strengths, weaknesses, opportunities, and threats to your idea.
- Do you have a business plan?**  
To get organized and potentially aid in securing funding.
- Do you know how to legally register your business?**  
To understand what the tax and other legal implications are for starting a business.
- Do you know how you will fund your business?**  
To see all your options for funding, borrowing, or winning funds to support your business?
- Do you have a marketing plan?**  
To know how you will be explaining your business, to what audience, and how?
- Do you have any intellectual property concerns?**  
To protect your business ideas, products, and name of your business.

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