Checklist For Starting a Dating Service

Business Planning

- ◯ Define target audience
- ◯ Analyze market competition
- ◯ Set pricing models
- ◯ Outline growth strategies

Choosing a Service Model

- ◯ Decide on online vs. offline
- ◯ Consider matchmaking vs. events
- ◯ Plan interactive features
- ◯ Explore niche markets

Business Registration

- ◯ Choose a business name
- ◯ Register with the state
- ◯ Obtain an EIN
- ◯ Register for taxes

Legal Requirements

- ◯ Understand privacy laws
- ◯ Draft user agreements
- ◯ Set terms of service
- ◯ Acquire liability insurance

Website and App

- ◯ Hire a web developer
- ◯ Design user-friendly interfaces
- ◯ Ensure data security
- ◯ Integrate payment systems

Marketing

- ◯ Build a brand identity
- ◯ Utilize social media
- ◯ Launch SEO strategies
- ◯ Organize launch events

Customer Service

- ◯ Train support staff
- ◯ Establish communication protocols
- ◯ Monitor feedback channels
- ◯ Implement user safety features

Go-to Resources for Starting a Dating Service

Web Development

- Squarespace
- Wix
- WordPress

Marketing Tools

- HubSpot
- Google Ads
- Facebook Ads

Business & Accounting

- ZenBusiness
- Northwest Registered Agent
- FreshBooks
- MyCorporation

Useful Tools

- SWOT Analysis Generator
- QR Code Generator

*All of the resources are clickable links

step by step business