



CHECKLIST FOR GETTING STARTED

Just registered with KVK? Here are some important tips. Check whether you have thought of everything.

1. Finding customers, retaining customers

1.1 Acquisition

Without customers there is no turnover, without turnover there is no business. Your first step is finding customers.

- How to find new customers in 3 steps.
- Customer acquisition, how it is done.
- Tips for creating a company website.
- What is a suitable location for my company?
- Which competitors are in your region?

1.2 Networking

Networking is getting to know people, who can potentially connect you to others.

- Networking: building valuable relationships.
- How to deliver a convincing (elevator) pitch.

1.3 Online marketing and social media

As an entrepreneur, make optimal use of social media as a marketing tool.

- [Personal branding](#): shaping your brand.
- Rank higher in [search engines for free](#).
- [Social media as a marketing tool](#).

2. Income matters

2.1 Hourly rate

You determine your hourly rate yourself. But how do you know what a good price is? How much can you ask?

- Determine your [hourly rate](#).

2.2 Financial plan

Run your business according to your financial plan.

- [Book of finance](#) for business owners.
- [Money matters](#) for starters.

2.3 Financing

If you need money for your business, find out beforehand which type of capital best suits your investment. And what is involved.

- [Finance](#) the start of your business.
- Looking for money, but [not from a bank](#)?
- Questions about financing? [Call the financing desk](#).

2.4 Quotation and invoice

A quotation is your offer to your customer. But how do you make it personal and clear?

- How to make a [winning quotation](#).
- Download a [sample quotation](#) (pdf).
- How do I [create an invoice](#)?
- Download a [sample invoice](#) (pdf)

3. Business records and taxes

3.1 Business records

Proper business records are important. But how can you keep those records properly?

- [Points of attention](#) for your business records.
- This is how you [keep track of your hours](#).
- [Business account](#) required?

3.2 Taxes

The Tax and Customs Administration will never be fun, but they do try to make things easier. Save time and money with these tips.

- [Everything about taxes](#) for starting entrepreneurs.
- The magic 1225 hours: [the hours criterion](#)
- [VAT: tax return](#) for entrepreneurs.
- Take a look at the [small business scheme \(KOR\)](#).
- Visit the website [Goede Start Belastingdienst](#) (Head Start Tax Administration).
- [Schedule a video appointment](#) with a Belastingdienst tax expert.

3.3 Tax benefits

- Are you entitled to income tax deductions?
Do the [ondernemerscheck](#) (in Dutch)
- Pay less tax as a starter using [tax schemes](#).
- Check if you are eligible for [tax relief](#).

4. Laws and regulations

4.1 Company name and intellectual property

A good company name is recognizable, sticks, and makes it clear what you do.

- Do you want to add a business activity or change your company name?
- Check your company name as domain name.
- Your company name as a brand name.
- Copy and pasting images, what are the rules?

4.2 Entrepreneurial risk and pension

Doing business means taking risks, but how do you know which risks you run and how can you limit or cover risks?

- Draw up general terms and conditions.
- Important insurance policies for starting entrepreneurs.
- How do you secure your income if you fall ill or become disabled?

Which insurances policies do you need? Take the KVK Insurance check (in Dutch).

If you are an entrepreneur, you do not build up a pension. Check your options and whether you are obliged to pay into a pension fund.

- Building a pension as a self-employed person.
- Check here how much pension you have built up already (in Dutch).

4.3 Part-time business

- Tips for part-time entrepreneurs.

4.4 Privacy

- Check the what the GDPR means for you.
- Your details in the Business Register and your privacy.

4.5 Fraud

Be alert, take measures, and make sure that your company and your website are protected against cybercriminals.

- Everything about preventing and recognising fraud.

4.6 Permits

Laws and regulations, you cannot escape them. But in which situations do you need a permit?

- Conditions per business sector.
- Which permits do I need for my business?

4.7 Collaborating with other entrepreneurs/freelancers

- Collaborating with a partner, the most frequently asked questions.
- The vof (general partnership) contract, set up clear rules.
- The best legal structure for a cooperation.

4.8 International business

- Starting to import.
- Starting to export.

4.9 Sustainable business

- Tips for a sustainable business model.

Videos and webinars

Find videos and animations about topics on this checklist on our YouTube channel. From setting your hourly rate to building an online presence:

View our English playlist or check videos on KVK.nl/youtube for English subtitles.

Any other questions?

Call the KVK Advice Team on **088 585 22 22**.

Want to find out more?

[KVK.nl/en/starting](https://kvk.nl/en/starting)