

Build a Profitable Business

One Level at a Time

Level 1

Bare Bones

- A product or service to offer | [How to Choose a Biz Idea](#)
- A way to accept payment | [Stripe](#)
- Accounting software | [Wave](#) [FreshBooks](#)

Level 2

Movin' On Up

- Business bank account | Shop around or consider an online bank like [Azlo](#)
 - Business name & registration
You may need to register your business with your state in order to open a business bank account. Go to your state's Secretary of State website to find out.
- Email marketing tool | [MailChimp](#) [ConvertKit](#)
- Scheduling tool | [Acuity](#) [Calendly](#)

Watch this video for all the juicy details on each level.

Multipassionate Meg | LAZYMILLENNIAL

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Level 3

Level Up

- Content creation

Content → Traffic → Leads → Sales

[Master content creation for your business with the Multipassionate Meg Content Pro Series!](#)

- Social media accounts

Reserve your brand's name on several platforms, but focus your energy on the one your prospective customers/clients prefer.

- Graphics-making tool | [Canva](#)

- Project management tool | [Asana](#) [Trello](#)

Level 4

Upgrade U

- Website | [Host: Siteground](#) CMS: Wordpress - Set up through Siteground
[Theme: Divi](#)

- Logo | [Canva](#) [Fiverr](#)

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Bonus Goodies

Colors.Co

The easiest way to create a color palette that makes your brand POP.

For free stock photos, head to:

Unsplash

Looking for stock photos featuring Black people? Check out:

CreateHer Stock
Black Illustrations