



# BUSINESS, BUSINESS, BUSINESS, NUMBERS...

A STEP-BY-STEP GUIDE TO STARTING  
A BUSINESS THAT'S HOPEFULLY FUN

PRESENTED BY: PERRY DOG PUBLISHING  
(NOELLE NEAL-CRANE)  
PERRYDOGPUBLISHING.COM



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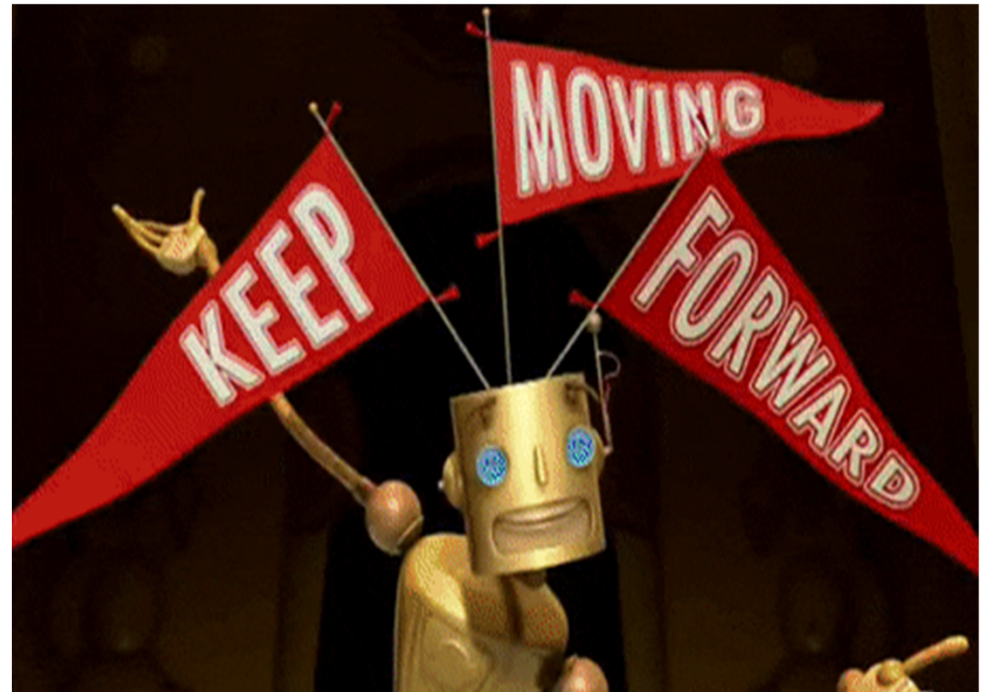
# OBJECTIVES?

Know the basic steps to starting a business

Avoiding pitfalls and scams

Places to unleash your creativity (\*hint, it is not taxes\*)

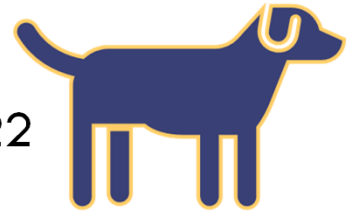
Provide some resources



# WHO AM I? NOELLE AND...



- Owner and sole proprietor of Perry Dog Publishing
- Self-published author - E. N. Crane and Noelle Rider
- Small business owner
- Leash holder for CEO Perry (R) and CCO Padfoot (L)
- Full-time city employee
- BS in Biology from University of Oregon (2010)
- MS in Industrial and Organizational Psychology from Capella (2015)
- California native, moved here in 2022
- Charity runner for dogs
- Neuro-atypical human who stinks at human-ing



# WHAT DID I KNOW ABOUT STARTING A BUSINESS?

- Absolutely nothing.
- I wrote a book... and published it on Amazon without any idea what I was doing or research into self-publishing.
- That book became a trilogy, that became a new series, that became a second pen name and a business.

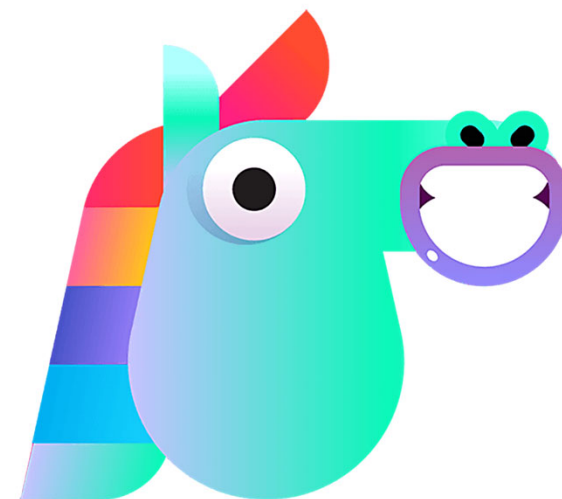


## HOW CAN I HELP YOU?

- I've been writing my whole life, but I'd never done business elements.
- After making every mistake, I feel qualified to share some insights to save you some mental trauma and hopefully a few dollars.
- And do it without all the jargon, technical expertise or nonsense
- JK. There's always nonsense... pet pics and unicorn stickers







PET PICS AND UNICORN STICKERS!

# STEP ONE: NAME YOUR BUSINESS



Get creative!



Choose something that says what you do & who you are!

i.e. I'm Perry Dog Publishing – I write books for animal lovers with a wicked sense of humor.



Find something unique!

Search the internet and databases for existing businesses to make sure you aren't sharing a name with 200 other people



Make it happy and snappy!

# EXERCISE IN SILLINESS:

## NAME YOUR BUSINESS IN 5 MINUTES – INTERNET STYLE

### Name Number One:

- The color of your shirt
- Last thing you ate
- Industry (Apparel, Jewelry, Media, Consulting)

Ex: Black and White Mac and Cheese  
Publishing

### Name Number Two:

- A royal station
- Pets Name (past or present)
- Favorite mythical creature
- Org Type (Enterprises / Corp. / LLC )

Ex: Lord Padfoot Unicorn Group

## SO ... WHAT'S YOUR BUSINESS NAME?




# FBN / DBA / ABN OR JUST **BEE** YOURSELF?



## SOLE PROPRIETORSHIP – AS SELF

- Use your own SSN, skip step two
- Do not need to file FBN / ABN / DBA
- Cannot get business bank account
- Cannot do business as anything but legal name
- You are your business – no separation

## SOLE PROPRIETORSHIP – AS OTHER

- Need to file your business name in your state (varies by state) – upfront costs 
- Need an EIN to bank as business
- Separate income for taxes (helpful when operating in red)
- Follows you if you move between state (retain records)



**IF YOU WANT TO BE A NEW NAME – HOW DO WE DO IT?**



# EVERY STATE HAS A WEB PAGE TO REGISTER A BUSINESS NAME

There does not seem to be any universal rules when it comes to state Business Name Registration besides the following:

1. You will have to pay a fee (it is the government)
2. You cannot use copyrighted info without confirming permission
3. Your address will have to be in the state you are registering the business
4. If the website doesn't end in .gov, IT IS NOT LEGIT! They are probably a company trying to charge you to do something you can do yourself.

## Safe and Accurate Sites:

Business.Idaho.Gov (.gov)  
<https://business.idaho.gov/register-a-business>

### Register a Business

All businesses, including home based ones, need to register their name and entity type with the Idaho Secretary of State before engaging in business. The ...

Secretary of State California (.gov)  
<https://www.sos.ca.gov/business-programs/business-...>

### Business Entities

Online Services. BizFile. Over 140 Business Filings, Name Reservations, and Orders for Certificate Status and Certified Copies of Corporations, Limited ...

## Be Suspicious!

Skepsis Legal Solutions  
<https://skepsislegal.com/Business-Formation>

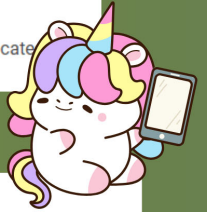
### Register Your Out-of-State Business In Idaho

Register Your Out-of-State Business In Idaho. \$750.00. When your business operations expand into other states, you're generally required to register your ...  
\$750.00

Harbor Compliance  
<https://www.harborcompliance.com/start-a-business-in-...>

### How To Register a Business in California—Quick Guide

All entities in California, including LLCs, corporations, and nonprofits, must register their business with the Secretary of State and the city they're ...



**LET'S SEE HOW TO REGISTER A  
BUSINESS IN IDAHO:**

<https://business.idaho.gov/register-a-business/>

## STEP TWO: GET AN EIN (TAX ID)



Only for businesses not using individual names




Can only be acquired from the IRS DURING business hours



They are FREE and it takes about 5 minutes.



Once you have the Tax ID paperwork, you can open a Business Bank Account!  
(This is a personal research project based on your needs – see the “Business Banking Checklist”)

 **IRS.gov**

[Help](#) | [Apply for New EIN](#) | [Exit](#)

EIN Assistant

Your Progress:

1. Identify ✓

2. Authenticate

3. Addresses

4. Details

5. EIN Confirmation

Please tell us about the Sole Proprietor.

\* Required fields

Must match IRS records or this application cannot be processed.

The only punctuation and special characters allowed are hyphen (-) and ampersand (&).

First name \*

Middle name/initial

Last name \*

Suffix (Jr, Sr, etc.)

Select One ▼

[SSN/ITIN](#) \*

 -  -

Choose One: \*

☐ I am the sole proprietor.

☐ I am a third party applying for an EIN on behalf of this sole proprietor.

Before continuing, please review the information above for typographical errors.

<< Back

Continue >>

[IRS Privacy Policy](#) | [Accessibility](#)

IF THE WEB ADDRESS ISN'T IRS.GOV, YOU'RE NOT GETTING AN EIN



Most individuals will be a sole-proprietorship. But if you're independently wealthy and want to be a corporation, make sure you check the correct business model.

<https://www.irs.gov/businesses/small-businesses-self-employed/get-an-employer-identification-number>

# WHAT ELSE IS AN EIN FOR?

- Paying employees – it's the employer identification number that goes on W-2s
- Tracking income, expenses, and filing taxes
- Providing a separation between business and personal assets

# BUT DO I NEED IT?

- Do you plan on having employees?
- Do you care if your SSN is public?





## STEP THREE: PERMITS AND PERMISSIONS

### WHAT'S YOUR PLAN?



Selling only through an  
external distributor?



Direct sales?



Consulting?



Check what seller's  
permits are required for  
your state

# DO YOU NEED A SELLERS PERMIT?

Just Amazon or third-party retailers who handle fulfillment and tax collection?

- You do not need a seller's permit, but you will file income tax. HOWEVER, the sellers permit in Idaho is free and it's better to have it if you do any self-promotion

Direct sales as either a web vendor or in-person vendor?

- Seller's permit needed
  - Quarterly tax filings

Sale of Services (Consulting) in Idaho that does not change the value of Real Property or is not a taxable service?

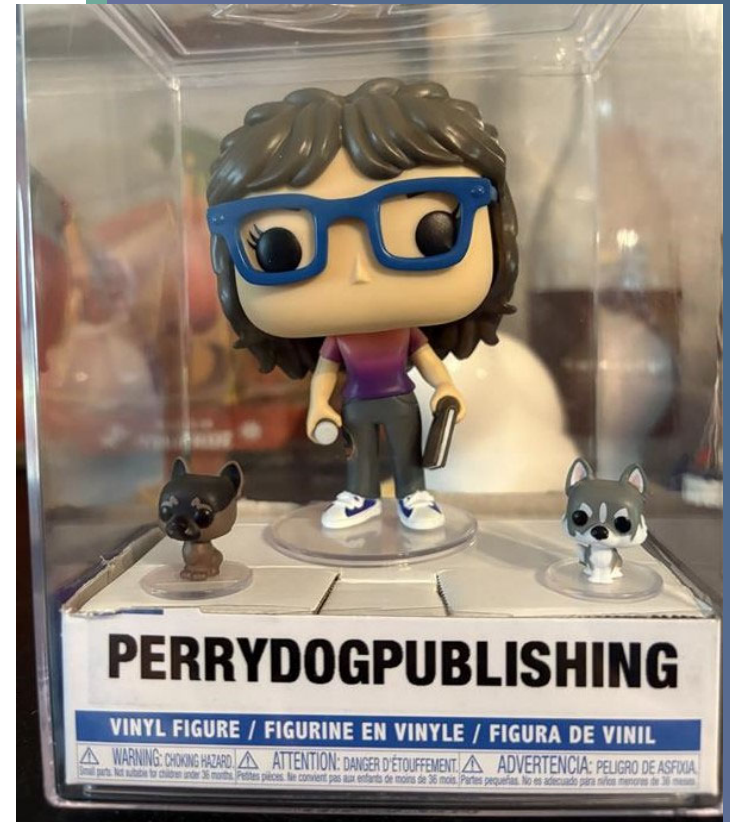
- No Seller's Permit (according to the Idaho Tax Board website)
  - There is no list of what services are taxable

# PERMITTING FOR TRADE SHOWS AND CONSULTING PROPOSALS:

- Local trade shows / events: Regular sellers permit is valid
- Out of State Events-Confirm with Organizer! Do not commit until you know how the sales tax will be paid!
  - Some get a permit and file tax on behalf of all vendors, requiring you report all sales and remit payment to them
  - Some require a temporary sellers permit for that state
- For consulting proposals, you need to register within that state and have a local address to put on the form
  - If you don't have one, there are companies who let you use their address for a recurring fee

# ANYTHING ELSE YOU MIGHT

- Business Website – either for sales or providing information about yourself
- Social Media – to interact with potential customers / clients
- Headshot – to look professional
- Payment Systems – Venmo, PayPal, a card reader, change for cash sales
- A random custom Funko pop of yourself and your organization





Slides, Business Banking Checklist, and Website Basics Checklist can be found here: <https://perrydogpublishing.com/wal2025/>

Or by scanning the QR Code (Password: WomenLead)

For questions about consulting businesses in Idaho, please reach out to Jen Moore / [www.auralisllc.com/](http://www.auralisllc.com/) (she was my resource on this) at: [jmoore@auralisllc.com](mailto:jmoore@auralisllc.com)

## Evaluate Me:

# QUESTIONS?