



ARIZONA  
SMALL  
BUSINESS  
BOOT CAMP &  
COLLECTIVE



EmFluent



RESPOND → PLAN → RETURN STRONGER

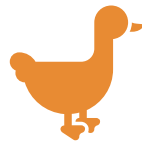
# Organize Your Business for Success in 2021

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# WHAT TO EXPECT



This series is intended to help entrepreneurs “get their ducks in a row”



Develop systems that will help you scale your business



Begin to collect and maintain documentation that is vital to the ongoing operation of your business.



This series will start with what to some of you may appear “basic”, but the content will get more comprehensive as we go along.

# 3 STAGES OF BUSINESS



1. STARTING  
A BUSINESS

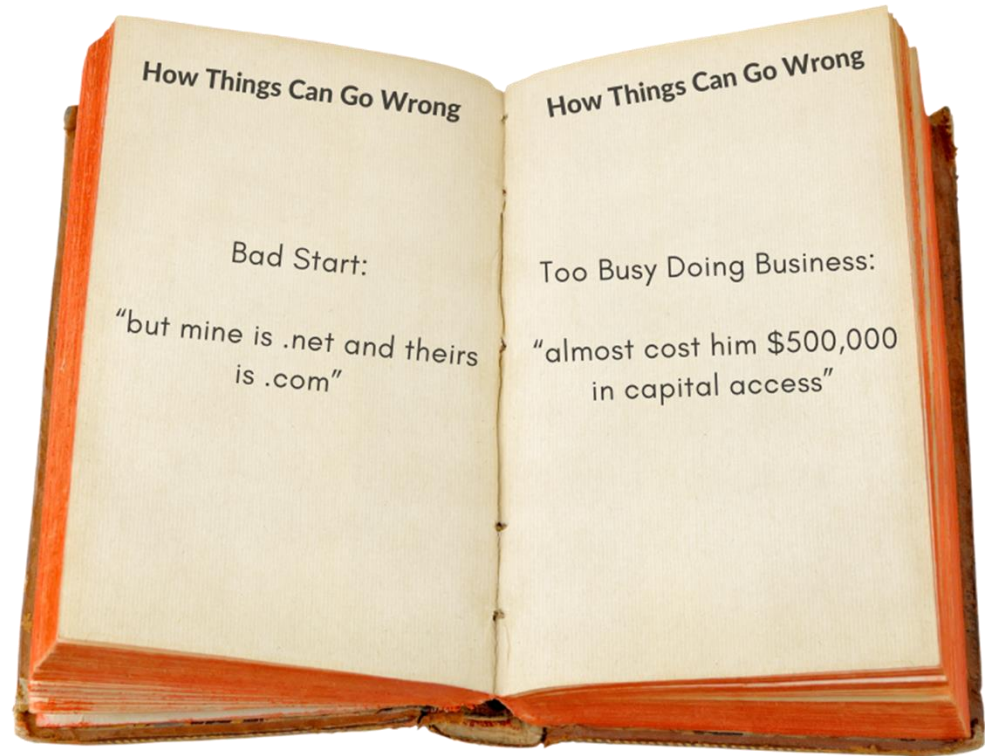


2. DOING  
BUSINESS



3. RUNNING  
A BUSINESS

# STORY:



# 1. CHOOSE A NAME

Choose a name for the business entity and search it on the internet (Google it) to see if other persons are using the name. If others are using the name, you may incur legal consequences if you use the same or very similar name. Consult an attorney to find out the legal consequences of using a name that is owned by or used by others.

## 2. CHECK NAME AVAILABILITY



Check name availability with the Arizona Corporation Commission.



Search the entity name on the A.C.C. website to see if it is available (see if there are any corporations, LLCs, or trade names that are already using the name). Go to <http://ecorp.azcc.gov/> under File, then Name, then Check Name Availability.



# 3. CHOOSE AN ENTITY TYPE

- Choose an entity type for the business (corporation, nonprofit corporation, or limited liability company (“LLC”)).
- *NOTE* – “S” corp, “C” corp, and “501c3” corp are only federal tax designations – in Arizona you would just form a corporation or a nonprofit corporation. The Arizona Corporation Commission Corporations Division cannot tell you what type of entity you should form. An accountant can advise you concerning tax issues, or an attorney could advise you concerning liability, tax, and other issues, or there are many resources on the internet. A valuable resource is the Arizona Commerce Authority Small Business Services, <http://www.azcommerce.com/>.





# POP QUIZ 1

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WHAT IS THE NAME FOR EACH OF THESE SYMBOLS?

1. ©
2. ™
3. ®



# ANSWERS - POP QUIZ 1

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1. Copyright © - Generally, copyrights protect creative or intellectual works
2. Trademark ™ - TM symbol can generally be used by any person or business to indicate that a particular word, phrase or logo is intended to serve as an identifier for the source of that product or service.
3. Registered Trademark ® - R symbol indicates that this word, phrase or logo is a registered trademark for the product or service. It must only be used in the case of registered trademarks and by the owner or licensee. It also must only be used in the regions in which you possess a valid trademark registration.

*Please consult a Trademark attorney to discuss your specific circumstances and if you should trademark or copyright any aspect of your business.*

# 4. SECURE THE NAME OR FORM THE ENTITY

If the entity name is available on the A.C.C. Website, you have three options:

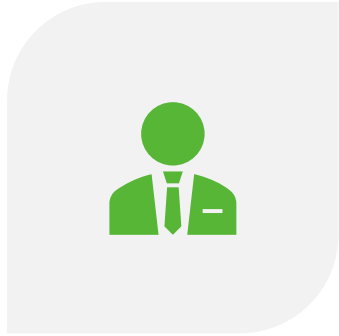
1. You can get a name reservation through the A.C.C. website; or
2. You can go to the Secretary of State's website [www.azsos.gov](http://www.azsos.gov) and register the name as a trade name; *or*
3. You can submit the paperwork to the A.C.C. to form your entity.
  - A name reservation through the A.C.C. is good for only 120 days. It “holds” the entity name until you can submit the paperwork to form the entity.
  - A trade name is effective for 5 years. The Secretary of State registers trade names, not the A.C.C. There are legal considerations as to why you might want a registered trade name, and you should consult with an attorney to determine if you should obtain a trade name. The A.C.C. cannot advise you on whether you should get a trade name or a name reservation.
  - If you have a trade name, it is not necessary to also have a name reservation. The trade name “holds” the name for you, and you can form an entity with that name as long as you own the trade name.

## 5. PURCHASE A DOMAIN NAME

If you are going to have a website that is the same as the entity name, you can purchase the domain name at this stage, or wait until after you've checked the name availability through the Arizona Corporation Commission (see numbers 4 and 5 below).

*Note – the A.C.C. does not sell or register domain names, and owning a domain name does not give you any right to the name through the A.C.C. or through the Arizona Secretary of State. Domain names are completely separate from the A.C.C. and the Arizona Secretary of State.*

# 6. FILE WITH THE A.C.C. CORPORATIONS DIVISION



FILE WITH THE ARIZONA  
CORPORATION COMMISSION  
CORPORATIONS' DIVISION



SUBMIT THE FORMATION PAPERWORK TO THE  
A.C.C. IF YOU ARE FORMING AN LLC, YOU WILL  
SUBMIT ARTICLES OF ORGANIZATION. IF YOU ARE  
FORMING A CORPORATION, YOU WILL SUBMIT  
ARTICLES OF INCORPORATION. THE A.C.C. HAS  
ONLINE FILING FOR LLCs. ALL FORMS AND FILING  
OPTIONS ARE AVAILABLE  
AT [HTTP://ECORP.AZCC.GOV/](http://ecorp.azcc.gov/).



## POP QUIZ 2

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If you've completed steps 1-6, are you now recognized as a lawful business?

YES OR NO?

# ANSWERS - POP QUIZ 2

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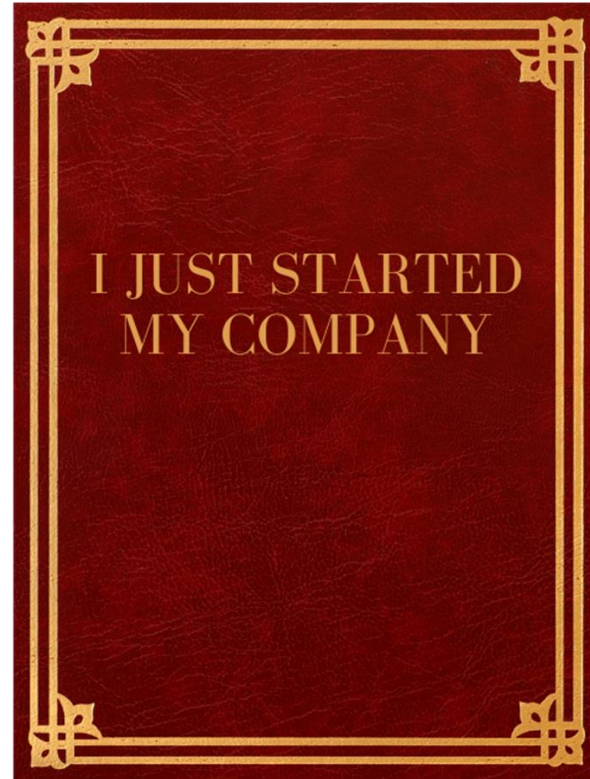
ANSWER: **NO**

The formation paperwork must be examined and approved by A.C.C. staff. If approved, you will get an approval letter with additional instructions. If rejected, your letter will instruct you on how to resubmit the paperwork. You can wait until approval before completing steps 7 through 10.

# 7. ARIZONA DEPARTMENT OF REVENUE

You might need to complete a transaction privilege tax application with the Arizona Department of Revenue. Check the ADOR website, [www.azdor.gov](http://www.azdor.gov), and the Arizona Commerce Authority Small Business Services website <http://www.azcommerce.com/> for more information. The Arizona Corporation Commission cannot advise you whether or not you will be subject to the transaction privilege tax – you should contact the ADOR.

STORY:





# 8. CITY OR COUNTY TAXES AND LICENSING

Register the business entity with the city in which the business is located (or county if you are in an unincorporated area). This is for transaction privilege tax purposes and also for any business or occupational licenses that the city requires. The Arizona Corporation Commission does not issue business or occupational licenses.

The Arizona Commerce Authority Small Business Services website [www.azcommerce.com](http://www.azcommerce.com) has links to various informative sites concerning taxes and licensing.

# 9. FEDERAL EIN OR TIN - IRS

Check the Internal Revenue Service (IRS) website [www.irs.gov](http://www.irs.gov) to obtain an EIN (employer identification number) or TIN (tax identification number).

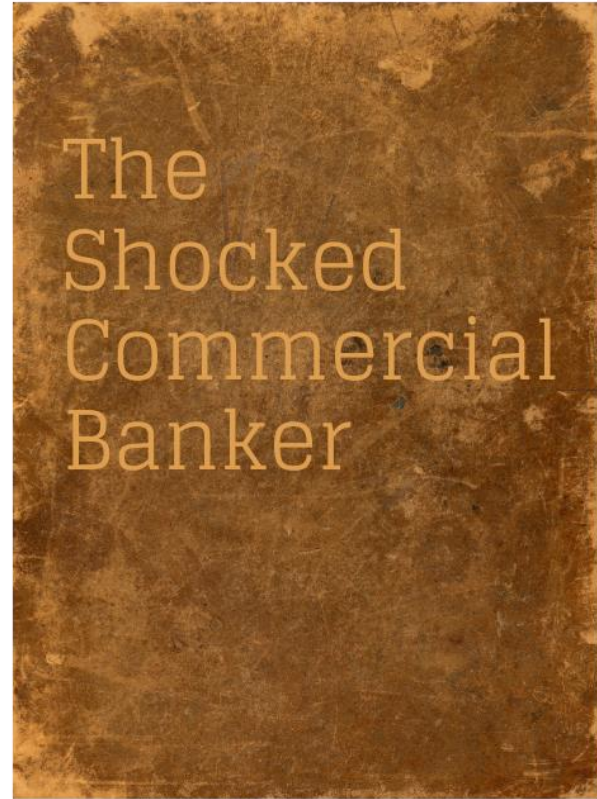
The Arizona Commerce Authority Small Business Services website <http://www.azcommerce.com/> has links to various informative sites concerning taxes.

# 10. BUSINESS BANK ACCOUNT

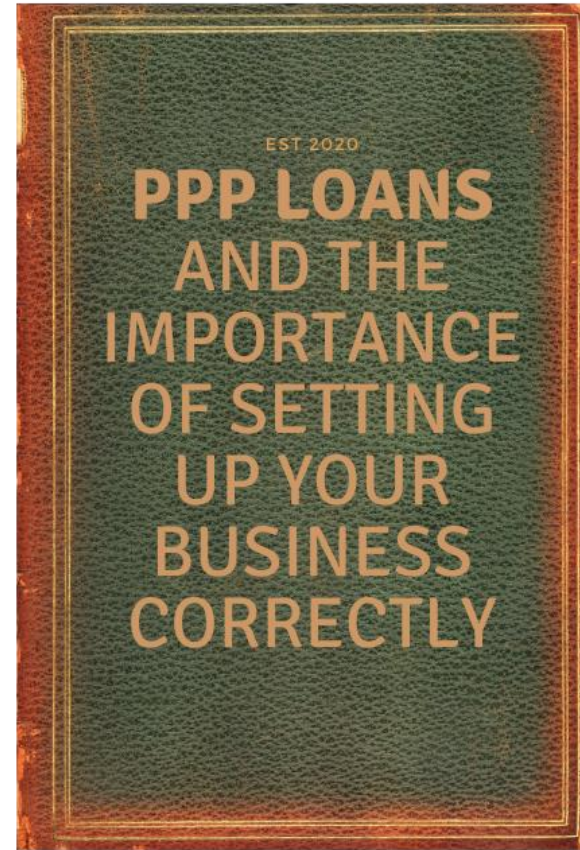
Check the Internal Revenue Service (IRS) website [www.irs.gov](http://www.irs.gov) to obtain an EIN (employer identification number) or TIN (tax identification number).

The Arizona Commerce Authority Small Business Services website <http://www.azcommerce.com/> has links to various informative sites concerning taxes.

**STORY:**



**STORY:**



# DIGITAL & HARDCOPY RECORD KEEPING



**EIN**



**W9 (make sure  
it is the current  
form)**



**Banking Info**



***It is a good idea to create  
both a digital and  
hardcopy binder that has  
this information at your  
fingertips.***



# CHALLENGE



Step 1: make sure you completed all 10 steps for setting up your business.



Step 2. research whether copyrighting, trademarking or obtaining a registered trademark is right for you.



Step 3. create both a digital and hardcopy binder for your business documents.

# Thank you...Questions?



[www.emfluent.com](http://www.emfluent.com)

[www.blackchamberaz.com](http://www.blackchamberaz.com)

[www.robinsreed.com](http://www.robinsreed.com)

