

## Guidelines to Get Started

If you haven't already started your business, here are a few guidelines that will help you get started. Every business needs to be set up correctly and legally. You can learn more about setting up your business at [www.legalzoom.com](http://www.legalzoom.com). They offer an inexpensive service to help you get going.

- **Business Name** Choose a name for your business. Your business name should be descriptive of your business, so clients can easily find you online. Once you have chosen a business name, you will want to register it with your state. You may also, want to trademark the name.
- **Business Address** Determine what business address you will use. Will you use your personal address? For your safety, it is recommended not to give out your personal address online. Your personal address should only be used for mailing purposes unless you have a home-based business and clients you can trust.
- **Business Entity** Corporation, LLC, or sole proprietary. Legalzoom.com can help you set up a business entity. It is an easy process, just go to legalzoom.com. You can also consult your state or an Attorney for help setting the entity.
- **Tax ID Numbers** If you don't already have federal and state tax ID numbers, you will need to get these tax ID numbers. The process should take no more than about 15 minutes. Many states have (one-stop-online) service where you can apply for everything online at the same time. Call your state government to guide you through the process, if you need extra help.
- **Business License** In order to conduct business as an Independent Contractor you will need a business license. Contact your Local City or State government office for more information. In many cities the business license could be free or very inexpensive. Check with your local city government to see if you will need a business license and, if so, obtain one. In some states, the cost could be free or very inexpensive.
- **Professional Liability Insurance** Obtain professional liability insurance. We have supplied you with an article on how to go about this. Nutrition Factors requires all Partners using the platform to carry professional liability insurance.
- **Business Checking Account** You also need to set up a business checking account to receive payments. It is best not to mix your business funds with your personal account.
- **Merchant Service Accounts**
  - **PayPal** Nutrition Factors pays Provider Partners through PayPal. If you don't already have a PayPal account, you will need to set up an account at [www.PayPal.com](http://www.PayPal.com). Once you have your PayPal account, add your account to the Referral Partner Center.
  - **Stripe** If you plan on billing clients directly from your telehealth portal, you'll need to set up a stripe account. From your telehealth portal you will find the link to set up a stripe account.