

Launch with clarity.

Your free checklist for starting a UK business.

- ☐ **Know your customer.**
Name the person you help and the problem they want solved.
- ☐ **Make the offer clear.**
Define what you deliver, what it costs and the next action.
- ☐ **Choose your structure.**
Compare sole trader and limited company responsibilities before deciding.
- ☐ **Check your name.**
Check naming rules, existing names and a suitable domain.
- ☐ **Register where required.**
Follow the registration, identity and tax steps for your chosen structure.
- ☐ **Organise your money.**
Choose appropriate banking, keep records and plan for tax and running costs.
- ☐ **Check the essentials.**
Check the licences, insurance, employment and data-protection requirements that apply to your work.
- ☐ **Connect your website.**
Give customers a clear way to enquire, book or buy. Decide who follows up.
- ☐ **Test the whole journey.**
Try the enquiry, booking, payment and confirmation steps. Track the first real customers.

The checklist is free. Registration, banking, software and implementation may have separate costs. Choose the structure that fits your circumstances.

Choose your starting point.

Sole trader

Check the naming, records, registration and tax rules for your circumstances. Keep business records from when you start trading.

[Read the current GOV.UK steps](#)

Limited company

Complete incorporation before trading as the company. Prepare director, ownership, address and company details, complete required identity verification and understand your ongoing filing duties.

[Read the current GOV.UK steps](#)

Check the official guidance.

Legal requirements depend on your business and circumstances. The customer, offer, website and testing steps are practical Klarnow suggestions. Reviewed 16 October 2026.

Business setup	https://www.gov.uk/set-up-business
Sole trader	https://www.gov.uk/set-up-as-sole-trader
Limited company	https://www.gov.uk/set-up-limited-company

Tide is one optional company-formation provider. Check its current price, eligibility and terms directly at tide.co/company-registration. Tide is not required to work with Klarnow.

Build what comes next.

Connect your website, bookings and follow-up around your business.

Start with Clarity