

### I've Just Incorporated... Now What?

Things to Consider When Launching Your New Business





Now that you've successfully incorporated your new business, there seems to be an endless list of things that need to be done to launch your new identity. We've created this eBook to provide guidance on common first steps and shed some light on the things you may not have considered.

Feeling lost? The good news is that American Incorporators has over 35 years of experience in guiding our customers through the process of forming their corporations... but our support doesn't stop at incorporation. We're here to help you all along the way!

We're always available to talk about your business needs – contact us today!



### Table of Contents

1.	Corporate Requirements After Incorporation	4
	Requirements After Forming an LLC	
3.	Minutes and Officer Duties	8
4.	Annual Reports and Franchise Taxes	10
5.	Other Tax Related Issues to Consider	12
	Office Management and Virtual Office Services	
	Foreign Qualification	
8.	Doing Business As (DBA)	19
9.	Business Licenses	21
lO.	Trademarking	23
	Business Insurance	
l <b>2</b> .	Bookkeeping	27
13.	Merchant Account	29
<b>l4</b> .	Hiring Employees	31
l <b>5</b> .	Payroll	33
l6.	Web Development	36
١7.	Marketing by Means of Social Media	38



# Corporate Requirements After Incorporation



### Corporate Requirements After Incorporation

An important first step after receiving your company's incorporation documents is to hold an initial meeting to appoint officers and directors, as well as to issue shares of stock.

Directors typically operate as part of a Board, making up the governing body elected by shareholders. They are responsible for the management of a corporation's business and affairs. Officers consist of roles such as President, Vice President, Treasurer, and Secretary. They are responsible for carrying out the Board's policies and they are responsible for making day-to-day decisions. Shareholders are included in annual meetings and must approve any major company decisions, such as issuing loans, purchasing real estate, and issuing additional shares.

It is important to hold annual meetings with shareholders and maintain minutes of those meetings.

In general, companies must maintain a thorough corporate record. This means recording minutes at all meetings, using a share ledger and saving copies of all filed documents (formation, amendments, annual reports, etc.).

American Incorporators Ltd. recommends that new entities purchase a <u>corporate kit</u> to help maintain accurate corporate records.

Corporations also must remain in good standing with the state and their registered agent, if they have appointed a commercial registered agent. In order to stay in good standing, companies must file all annual reports and pay necessary annual taxes by the state designated deadlines. Refer to our chapter on annual tax payments and compliance for further information.









# Requirements After Forming an LLC



### Requirements After Forming an LLC

An important first step after forming your LLC is to draft an operating agreement that outlines the rules and protocols of how the company will conduct business and who will be in positions of ownership and management. Specifically, the operating agreement describes the responsibilities of the managers and members, the percentage of member ownership, as well as voting rights. This operating agreement is crucial to providing liability protection to the members of the LLC. It should be maintained with other corporate records such as meeting minutes and membership certificates.

In the operating agreement it is important to lay out the management style of the LLC. It can either be member-managed or manager-managed. A member-managed structure is the most common approach.

In the operating agreement it is important to lay out the management style of the LLC. It can either be membermanaged or manager-managed. A member-managed structure is the most common approach. This approach is recommended for companies where the members plan to play an active role in the daily activity of the company. This grants members authority to act on behalf of the business. In a manager-managed LLC, the members act more like silent partners and leave the day-to-day management of the company to a member-appointed manager. This operating structure is applicable only if a single member will be involved in running the company – the manager appointed can be a member.

It is important to maintain a membership ledger to keep track of units issued to members. American Incorporators recommends that all new LLCs purchase an <u>LLC kit</u> to help maintain annual records. Membership Certificates are included in these kits.

In order to maintain good standing with the state of formation and the appointed registered agent, an LLC must pay all annual fees to the relevant state authorities and registered agent in a timely manner.

Although requirements for LLCs differ, maintaining a thorough record of all meeting minutes, documents, and internal resolutions is crucial for the successful function of your LLC.









### Minutes and Officer Duties



### Minutes and Officer Duties

#### **Officer Duties**

Officers often consist of roles such as President, Vice President, Treasurer, and Secretary. The Board of Directors appoints officers. They are responsible for carrying out the Board's policies and they are responsible for making day-to-day decisions. The number of board members and officers (and their responsibilities) will vary and is generally defined in the articles of incorporation or by-laws. In many states annual reporting requirements will ask that directors and officers are listed with the state.

#### **Operating Agreement/Company Bylaws**

Business entities should make sure that they have a clear and written operating agreement and/or corporate bylaws



that outline how the company will be run. This document is often required by banks and others to secure financing and prove the legitimacy of the business.

#### **Meeting Minutes**

At each meeting of directors and officers, it is important to keep detailed minutes. Minutes can be a source of information for the shareholders, as well as a record for the company to look back on. Minutes are considered a legal document and can provide an accurate record of business transactions to keep your company in line with state and federal laws. Minutes can help your company create a plan of action and stay on topic during and after a meeting. Lastly, minutes can be a valuable reference for those who were unable to attend a meeting.

Maintaining accurate minutes is also a requirement to protect your corporate veil. The liability protection afforded to corporations and LLCs is generally dependent upon the business maintaining thorough and complete business records including meeting minutes.

American Incorporators Ltd. offers several <u>kit options</u> for companies that offer templates and storage options to help maintain these important corporate requirements.









# Annual Reports and Franchise Taxes



### **Annual Reports and Franchise Taxes**

What is an annual report? It is a comprehensive report on a company's activities throughout the preceding year. They are intended to give shareholders and the state information about the company, including its financial performance.

Filing an annual report is crucial to remain in good standing with the state, and to accurately report company performance to shareholders.

Filing an annual report is crucial to remain in good standing with the state, and to accurately report company performance to shareholders. In addition to reporting requirements, most states will charge companies a fee to maintain their existence. All US states and jurisdictions have different requirements for annual fees and different due dates for the payments, so it is important to be aware of your state's specific information. Remember that if you have qualified to do business in more than one state you will be required to file reports and pay franchise taxes in all jurisdictions where you are officially operating.

Utilizing a company to handle your annual report and tax payments can save you time and money. Most formation companies offer compliance packages that monitor your company in relation to the state of formation and alert you when important payments are due so that you avoid paying late fees and penalties. They will also prepare and file your annual report after receiving the necessary company information, which can save you time and energy so you can focus on running your business.









## Other Tax Related Issues to Consider



### Other Tax Related Issues to Consider

American Incorporators Ltd. does not offer tax or legal advice. We encourage you to consult with your accountant to answer specific questions related to your particular entities and circumstances. The below is meant only to be an overview of issues a new business should consider.

#### **S-Corp Election**

Many small businesses that form corporations choose to be taxed as an S-Corp with the IRS. From a legal standpoint S-Corps and C-Corps are the same type of entity; the S-Election notation is purely related to the entities status with the Internal Revenue Service for taxing purposes. It allows small businesses to avoid double taxation that occurs with corporations where taxes are paid at both the corporate level and on distributions to shareholders. S-Corporations only pay taxes at the shareholder level based on the overall net profit – the corporation itself does not pay taxes.

To be eligible as an S-Corporation, companies must have fewer than 100 shareholders, offer only one class of stock, and all shareholders must be US citizens or residents. S-Corp Election must be filed with the IRS no later than the 15th day of the 3rd month following incorporation date. Please remember that this is a federal tax distinction, and state laws impacting taxation of S-Corps vary by jurisdiction.

S-Election applies solely to income tax collection and the corporation is still obligated to pay all FICA and FUTA taxes as imposed by law (but FICA taxes are only paid on employee wages not distributions)

#### 501c3

Non-profits that wish to be declared tax-exempt with the IRS (federal level) must file a 501c3 application. We partner with an experienced firm who can assist with this detailed filing. Click here to see the package options for help filing IRS Form 1023: <a href="mailto:taxexemptfilings.com/ail">taxexemptfilings.com/ail</a>

It is best to establish a bank account and start operations as the application is being considered (the IRS is more comfortable granting tax exempt status to a functioning business). It can take anywhere from two weeks to nine months to receive full approval from the IRS for tax exempt status.

The benefits of obtaining 501(c)(3) status extend beyond the exemption from federal income tax. Tax-deductible donations, lower nonprofit postage rates for bulk mailing, free public service announcements on radio and TV, limited liability for directors and officers, are just a few examples of perks non-profits are offered.









# Office Management and Virtual Office Services



### Office Management and Virtual Office Services

There are many companies that offer services to simplify your needs as a business owner. If you do not yet have an office, American Incorporators can set you up with a virtual office in any US jurisdiction. AIL offers standard and premium mail forwarding and telephone answering services for fixed prices. We also recommend a variety of other office services under our small business resource center including voicemail, communication tools, printing services, and mailing services.

AIL offers several mail forwarding packages depending on the volume of mail you anticipate receiving and the jurisdiction where you would like an address.

AIL offers several <u>mail forwarding packages</u> depending on the volume of mail you anticipate receiving and the jurisdiction where you would like an address. This is a great option for companies that are not located in the state where they are domiciled but want a local address. We can provide you with an address anywhere in the country and mail will be forwarded to the address that you provide. We require that all necessary US Postal forms are completed to make sure that the entity is in compliance with all federal mail policies.

We also offer telephone answering service for your company. Clients will be greeted by an actual professional, helping you maintain the connections you have built with clients, without the stress on your company. For \$400 per year you can purchase a common line (shared telephone number) that a professional staff member will answer and note your messages. All messages are emailed to you or easily retrieved by placing a call to our office. The service is available with Delaware, New York, Wyoming and California area codes. For \$1,000 per year you can purchase a private line (toll free and local). A live operator, using your company name, will answer the private line and transcribe all messages. We will email and contact you with all messages, and your messages are always available by calling into our office. This service is available anywhere in the US.

We also offer <u>fax forwarding</u> for \$300 per year. All faxes are received in our main office and immediately









forwarded to you via fax, email, or post, based on your discretion. This service is available in all 50 states.

Stamps.com allows businesses to avoid time-consuming trips to the post office by buying and printing postage using your own computer and printer. You can access all USPS mail classes and services including Certified Mail. You will also receive postage discounts you can't get at the Post Office!

Ringcentral.com is a cloud-based business phone and fax system. It combines a hosted phone system with advanced call and fax management, reliable VoIP and fax service, and full-featured IP phones that arrive preconfigured and ready for use. They offer call management and phone system administration, unlimited calling, 1,000 toll-free minutes, unlimited conference calling, Internet fax and other features for as little as \$24.99 a month.









## Foreign Qualification

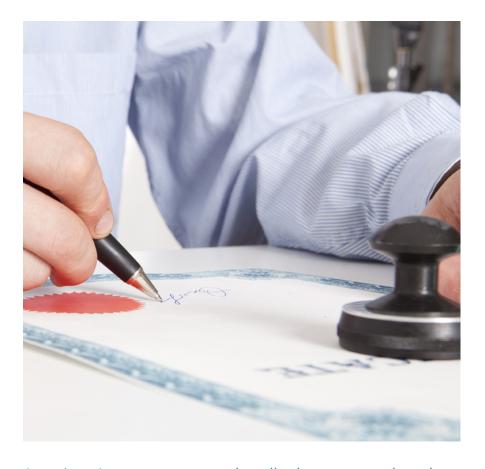
### Foreign Qualification

Do you know the difference between a "domestic" and "foreign" designation? Your company is considered a domestic entity only in the state in which it was formed. All other states consider your company a "foreign" entity.

Qualifying to do business in another state is required when you are conducting business in a state other than where you initially formed your business. This may happen as your company grows and you decide to expand it in order to service neighboring states. In other cases this happens because an individual decides for a number of reasons to form their company in a corporate friendly state like Delaware but plans to actually conduct business somewhere else. In this instance they can take advantage of Delaware laws and courts should they ever be sued, but qualify their business where they are actually located.

To do business in other states, you must file a Certificate of Authority. Without the proper foreign qualification, you can lose access to the state's judicial system or even be hit with fines, back taxes and penalties.

You can file for foreign qualification with the state you are qualifying in, or opt to have a service company like



American Incorporators can handle the paperwork and filing for you.

Most states require an officer of the corporation or a member of the LLC to sign the qualification documents. Once the documents are signed and filed with the state, the company will be approved for business.









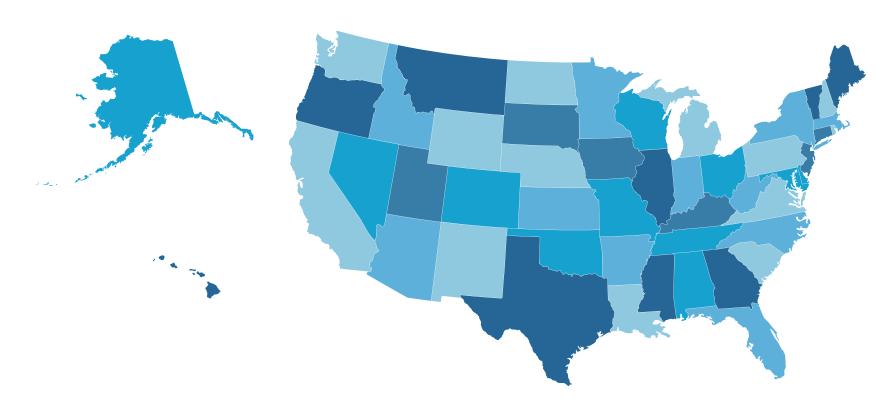
# Doing Business As (DBA)

### Doing Business As (DBA)

DBA is an abbreviation for "doing business as" – in some states and counties it may be referred to as a fictitious name or assumed name. Naming your business is the first step in the branding of your company. The name should let clients know what type of business you are.

If you have registered your Corporation or LLC and you decide that you would like to do business using a different name or you would like to have multiple names, you will have to file a DBA. If you are doing business under a different name other than your personal name, you will have to submit a filing with the proper authorities.

Some DBA's are filed at the state level and some are filed at the county level, <u>AIL can prepare and file your DBA in any state or county</u>









## **Business Licenses**



### **Business Licenses**

After starting your business you may need to obtain one or more of the proper license applications in the local jurisdictions where you are operating, in order to legally operate your business.

A business license assures that your business complies with safety and tax regulations within your jurisdiction and intends to function under the local governing laws. Business licenses are also often required to open a bank account for your business.

Depending on the type of business, applications may have to be filed with federal, state, county and/or city government authorities.

If you use a company like American Incorporators, their online <u>Business License Compliance Package (BLCP)™</u> will tell you exactly what licenses, permits, and tax registrations are required for your business!



They will research the federal, state, county and local licensing requirements for your business and provide you with the <u>Business License Compliance Package (BLCP)</u> ™, which includes:

- An overview of the licenses, permits, and tax registrations required for your business
- Licensing authority contact information, including name, address, telephone number, etc.
- Detailed information on how much money to send with each application, and where to send it
- Filling instructions for how and where to return your completed applications in order to obtain licensing registrations
- The actual license, permit, and tax registration application and associated documents

By filing through American Incorporators Ltd. you can be assured that all the proper licenses and/or permits are issued to you for your business.

You may find that your local city hall, state's government websites, or <a href="www.sba.gov">www.sba.gov</a> are great resources to help determine the necessary licenses.











### **Trademarks**

We work closely with a third party vendor who specializes in trademark services. If you did not apply for a trademark during the incorporation process, we recommend you do so at the start of your business. Trademarking your business name is an important step in branding your company.

A trademark can effectively convey your business's services, products and reputation through a single design, whether it be an image, a word, or a name. Trademarks make your business easily identifiable and memorable to customers. When they see your trademark logo they will know your brand and its reputation is protected. In many cases brand is a determining factor in a customer's

purchase, and if your brand is easily identifiable it will simplify the buying decision.

The United States Patent and Trademark Office charges as little as \$275 to obtain a trademark registration, and maintaining it requires payment every 5 to 10 years. Third party vendors also specialize in designing and submitting trademarks, saving you time and energy.

Trademarks never expire, meaning they will provide your business with a valuable brand for a lifetime. After deciding what you want your brand to symbolize about your company and its product or services, be sure to research whether the desired trademark is available for use. Once this is determined, submit your trademark to the USPTO for approval in order to secure your brand as you grow your business using it.









## Business Insurance



### **Business Insurance**

After incorporating your business it is important that you continue to protect yourself as a business owner. Business insurance can offer liability protection to your company. According to the experts at the Insurance Information Institute, the most common policy for small businesses is the Business Owners Policy (BOP). It combines coverage in all major property and liability insurance risks, as well as additional coverage.

In order to assure protection from risks associated with a business, small businesses most often purchase at least four types of insurance: property, liability, workers compensation, and business auto insurance.

Property insurance compensates the business if the property used is lost or damaged as a result of unexpected events, such as fire or theft. Property insurance protects the physical space (office building), as well as the inventory (office furnishings, computers, sale items).

If a company is found liable, liability insurance pays damages, up to a specific policy limit, as well as the attorney fee and legal defense expenses. Liability insurance will also pay the medical bills of any persons injured by, or on the premise of, the business. Businesses are often the target of lawsuits involving personal injury claims as a result of the business' product or property, so liability insurance is very important.

In most states, law requires businesses to have workers compensation insurance when the company has over a certain number of employees. This insurance will pay for medical care and a portion of lost wages when an employee is injured during the course of employment, regardless of who was at fault for the injury.

Business auto insurance provides coverage for automobiles owned by the business. The insurance pays any costs to third parties resulting from bodily injury or property damage for which the business is legally liable, within policy limits. Not all small businesses will require auto insurance, but it may be an important aspect of your business.

Business insurance is very important for the protection of the business and its employees. Finding and understanding the right policy for your business can be a difficult process, and we recommend you speak with a trusted insurance professional about policy options for your business.







# Bookkeeping



### Bookkeeping

Doing the bookkeeping for your business is never anyone's favorite task, but it is an essential part of becoming a business owner. Although it can seem simple it is often more involved than most people realize. If you delay bookkeeping it is easy to run into problems.

Among all of the necessary tasks for starting a business, bookkeeping is often put off. New business expenses (marketing material, hiring employees, insurance applications, etc.) need to be captured so you do not overpay on taxes. It is also important to record these expenses in order to ensure that you are getting a good return on your investment.

AIL recommends starting when things are still slow and you have time to develop a process rather than waiting until you are so busy you don't have time to figure out if you are doing everything correctly. If you find keeping books is not your strength, connecting with a quality bookkeeping service might be of value to you.

An important aspect of bookkeeping is maintaining a Chart of Accounts. It is the list of places that money can go in your business. Most owners are also familiar with the profit and loss report, which shows income and expenses. All of the line items on that report are accounts in the Chart of Accounts. Less well known is the balance sheet, which shows you things like your bank accounts, loans, credit cards, taxes owed and the amount of equity you have in your business. All those line items are also accounts.

There are many reasons to have your chart of accounts set up properly – the primary one being that it helps you keep your books straight. If all of your income is lumped into one account, you can't tell what portions of your business are doing well and which aren't. If you have an office expenses account and an office supplies account, you may have trouble remembering what goes in which and that in turn will make your numbers jump around inconsistently. If you have your Chart of Accounts set up correctly and efficiently, your business bookkeeping can be done correctly.

We recommend using a professional bookkeeping service to manage your books. <u>CapForge</u> offers AIL clients special pricing and packages with many years of experience for small and large business bookkeeping.









### Merchant Account



### **Merchant Account**

There are plenty of challenges that go into making a small business successful. One of the easiest ways to be successful is to be customer friendly. By creating a merchant account your business will be able to accept credit and debit cards as a customer form of payment. Because people carry less cash for purchases today, accepting credit cards is an important aspect of a successful small businesses, especially an e-commerce business.

To establish an e-commerce business, you need a website, Internet merchant account, virtual shopping cart, and a payment gateway. These allow customers to utilize and pay for your business' services via the Internet.

A merchant account is a business and financial arrangement with a credit card processor that allows a merchant to accept payment cards. Merchant accounts are particularly important for the success of your business

online. An Internet merchant account enables you to run web-initiated transactions online in real time, giving you the opportunity for in-store and online revenue.

To establish an e-commerce business, you need a website, Internet merchant account, virtual shopping cart, and a payment gateway. These allow customers to utilize and pay for your business' services via the Internet.

A payment gateway is a remotely-hosted software application that transmits transaction data from either the payment page of your website or from a virtual terminal, which is the link merchants use to process transactions securely and efficiently from their own computer.

AIL recommends Worldpay – a leading global payment processor that allows businesses just like yours to accept all payment types including in-person, at the point-of sale, online and on-the-go via mobile devices. Worldpay will help you navigate the compliance requirements related to Payment Card Industry Data Security Standard (PCI DSS) guidelines and the EMV (smart card) requirements. Using a professional service can help you avoid the cost of noncompliance fees and loss of processing privileges.







# Hiring Employees

### Hiring Employees

For small business owners, trying to find your first employee can be a challenge. When hiring employees, small business owners must ensure that they are meeting their tax and legal obligations, and must also make sure that they are hiring the "right" candidates for the job. Follow these 8 steps:

- Obtain an EIN or an Employer Identification Number if one has not already been assigned to the company. Click <u>here</u> for help with this process.
- **2.** Open bank accounts in your company's name if one does not already exist. Employees' pay should be taken from these accounts.
- **3.** Obtain copies of all of the documents necessary to report the new hire to the government and to operate the business legally. The Small Business Administration (SBA) has published a description of all of these forms on its website.
- **4.** Create a job description. The job description should be accurate and understandable, and it should include an

overview of both the company and the position (i.e., tasks involved, qualifications, salary range, etc.). More tips for writing effective job descriptions can be found on the Small Business Administration's website.

- 5. Publish the job description. Including the opening on your company's social media accounts, particularly on LinkedIn can be a successful way to find the right employee. Job search engines that allow applicants to search for specific job listings in their field of experience can also be successful listing tools.
- **6.** Create a list of questions to ask prospective job candidates. Ask questions that pertain to your needs as a company as well as questions that will help to determine the candidate's abilities.
- **7.** Conduct interviews of all qualified candidates.
- **8.** After conducting interviews, select the best candidate for the job and extend an offer.

By following the steps described above, you can be sure that you're meeting all of your obligations and that you're hiring the best possible candidates for the open positions!











### Payroll

Setting up payroll for your small business doesn't have to be a daunting task. Establishing a payroll system can save you time and it can keep you from incurring any IRS penalties.

- 1. **Obtain an EIN.** You must make sure that you have an Employer Identification Number, or an EIN. This number is used when you report employee information or taxes and other documents to the IRS. <u>American Incorporators can handle this important task for you</u>.
- 2. Check State & Local ID Requirements. Different state and local government agencies require a business to also get an ID number so they can process local taxes. Check with your state or local government agency or visit <u>BusinessUSA</u> to learn the requirements specific to your business.
- 3. Fill Out the Proper Forms. Have your new employees fill out W-4 forms (Federal Income Tax Withholding form). Once your employee completes the form, these forms will allow you to withhold the right amount of taxes from the employee's pay. You also want to be sure to withhold the correct amount of taxes depending on whether the individual is considered an independent

contractor or an employee. <u>US Small Business</u>
<u>Administration describes the important distinctions</u>
<u>between these types of workers</u>.

- **4. Decide on a Pay Period.** Some states predetermine employer pay periods, so be sure to review your local regulations.
- **5. Maintain Careful Documentation.** This includes compensation, paid time off, overtime pay as well as health plan premiums, retirement and any other contributions.
- 6. Choose a Payroll System. You can choose to run payroll in house or use a payroll processing company. If you're considering in-house payroll, you can find software to maintain your payroll. Keep in mind that in-house payroll can be time consuming, and if you do not pay close attention to detail, you may face penalties as a result of small mistakes. Outsourcing your payroll can also save you time American Incorporators has found a great partner in Jody Milburn at ADP please contact her at Jody.Milburn@adp.com and mention American Incorporators to access special pricing. Using an experienced accountant or payroll service provider may save you time and money in the long run.





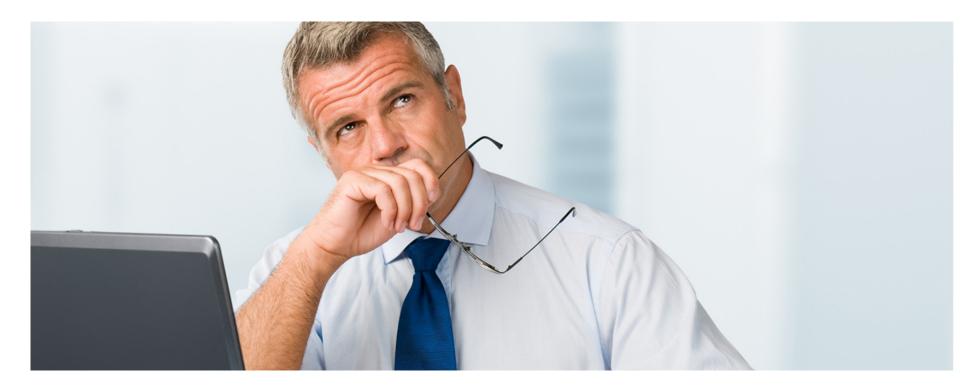




Don't forget to consult within your network – ask other small business owners how they've handled their payroll to gain a better understanding of your options.

7. Preserve Well Kept Records. Make sure you're aware of proper record keeping techniques. You must keep W-4s on file for every active employee. After an employee is no longer working for you, you are still required to keep copies of their forms for an additional three years thereafter.

With a little research and simple organization, you will have your small business payroll set up and running. Review your options and understand what will work best for you. Don't forget to network with your peers to gain a better understanding of the best options for people in your industry. Remember to follow all IRS and/or local government instructions carefully; when in doubt, ask a professional accountant for advice.







## Web Development

### Web Development

Your company is well run and producing excellent work – why not show the world. There is no better way to increase your brand exposure than through a quality, high-functioning website.

A simple, static landing page may seem to fill all of your needs on the surface, but the reality is that there are many great reasons to invest in a strong web presence. When your new customer base is looking for the goods or services that you provide, the first place they will go is likely Google. By having a well-built presence, you increase your chances of being seen though the default search, increasing page views.

This process begins with a sound content management system, or CMS. A CMS allows for a solid foundation to build your website one. Not only will you have key building blocks set up, but a CMS also allows you to quickly and easily add, update and change content.

As the reliance on mobile technology grows, there is a good chance that the initial search will happen on a cell phone or tablet. You don't want to be the clunky page that doesn't load well on a mobile device. With our web-building knowhow and your new CMS, you'll be able to attain a design



that is not only visually striking but will automatically scale and optimize to any device under the sun.

After your website is running like a well-oiled machine, you may be wondering how else you can leverage this investment. If your business has products for general sale, we can help leverage the strong foundation build earlier into an eCommerce platform. eCommerce puts your web assets to work for you, not only providing value through their presence, but also driving revenue in a more direct way.

Be it a well-designed and responsive page, or a complex eCommerce solution, a website is a key piece to your businesses growth – and this is only scratching the surface. Whatever your web goals, we can help you reach them.









# Marketing by Means of Social Media



### Marketing by Means of Social Media

Once you have established your company's brand by trademark, it is important to market your brand. Social media marketing is a very important aspect of running a successful business. Being connected on Facebook, LinkedIn, Twitter, and Google+ is a free and easy way to grow your business and develop your brand.

Facebook can be an easy way for customers to stay connected, and for potential customers to find out ratings and information about your company services. Customers can ask questions and share their experiences. Companies can share relevant company information and keep in touch with customers to encourage a strong relationship.

Twitter allows your company to share relevant company information that is easily searchable to customers using hashtags. Twitter can be an easy way to connect with potential customers

LinkedIn can be a great resource for sharing company stories, connecting with employees, and also in searching for new employees. This professional social media site also allows customers to connect with the company, and the postings are less frequent than Facebook and Twitter.

These social media outlets allow for daily, and even hourly (on Twitter), contact with customers. They are a free, easy and successful way to connect with potential clients. Running a successful social media campaign and keeping your accounts active daily can be more successful for your company than a traditional email marketing campaign.









### About the Author

American Incorporators has been helping businesses form and thrive for 35 years. We pride ourselves on helping you make the most informed decisions about incorporating, which is why we wrote this helpful eBook.

Our employees make us unique—they have an array of experience in forming corporations and LLCs, and receive ongoing training from specialists in the industry.

To us, you're family - we're small enough to appreciate your personal situation. We're an established family-owned business and our phones are always answered by real people—experienced professionals who honestly care about helping you.

If you're ready to incorporate your business, contact us today!

ailcorp.com | 800.441.5940

