



Studio *Arkell*  
Architect

# Lessons *learnt* setting up practice

## Introduction

Starting up a business on your own can be *daunting* even if its your dream or passion – we should know because its exactly what we've been through!

To save you some precious time, money and stress, we are sharing our top tips for setting up and launching your start up over a series of weekly articles: -

# B e f o r e y o u *l a u n c h*

*\*\*Top Tip: before you finally decide on your business name, Google it to see what else comes up. If there is something very similar in your field of work already you might want to rethink!*



W h a t ' s  
i n a  
*N a m e ?*

What you call your business is so important, and if you have your heart set on a particular name, even if you're just thinking about setting up, make sure your name of choice is available for all the following:

- » *Domain Name*
- » *Social Media Accounts*
- » *Companies House*
- » *Trademark*

*\*Top Tip: lots of professional firms will give a complimentary initial consultation in order to have you as a client in the future, so its well worth researching a list of pertinent questions to get the most out of one of these meetings.*

*\*\*Cash Saver: rather than appointing a professional firm to incorporate your new company you can do it yourself at a fraction of the cost using a website such as Rapid Formations*

<http://www.rapidformations.co.uk>

W h o  
a r e  
*y o u ?*

You need to decide up front whether your business will be just you as a Sole Trader, more than one of you as a Partnership, or a legal entity in itself as a Limited Company. We would definitely recommend seeking some independent *advice* on this matter as there are a number of legal and financial implications to consider whichever route you choose, and well informed planning before you begin will give you the right basis and structure to *grow and thrive*.



*\*Top Tip: get your designer to send your finished logo in a number of formats and ready resized to fit social media headers etc.*



Definitely take time to develop a clear, concise logo – you want to be recognisable at a glance whatever size or type your business.

Think about *colour* schemes, fonts, shapes etc – look at other logo's you like and identify with. Roughly sketch ideas. Run all this past anyone who will take a look and get their ideas too. Then, and only then, employ a designer to bring this all to life. This may be an expense, but your logo is both your shop front and signature, becoming your recognisable brand, and is worth investing in.



*\*Top Tip: Take time now to collect plenty of **high res images** for your site, get ahead by planning your site map and create lots of value laden content – then when your web designer presents you with the skeleton site, you will be able to get it populated with relevant information & images quickly:*



## O n t h e W e b

A good website is an essential shop window for any business and takes time to curate – its therefore a very good idea to give this lots of thought and input prior to launch. Definitely look at lots of websites for layouts you like and ideas for your own site.

Good websites aren't fixed forever, but evolve and grow with your business, so at first, to save costs, its vital to choose a platform that is user friendly, allowing you to make image and text changes yourself to keep your website fresh and up to date.

<http://www.studioarkell.com>

# L e s s o n s *l e a r n t* s e t t i n g   u p   p r a c t i c e

## N e x t   W e e k

Next week we will post about launching your business, so  
*watch this space!*

If you've enjoyed this article please do comment and share  
– we love a repost too just so long as we are credited.



Create *beautiful*,  
considered architecture



Studio *Arkell*  
Architect

*Family-run* studio,  
Christchurch, Dorset



Enquire for  
a free  
consultation.

**T:** 07919 576866

**E:** [info@studioarkell.com](mailto:info@studioarkell.com)



H a n n a h   A r k e l l

A r c h i t e c t

*B A r c h ,   M A r c h ,   A R B*

T: 07919 576866

E: hannah@studioarkell.com

W: www.studioarkell.com