



## Module 1

# Business Fundamentals Checklist

Use the [MWS income calculator](#) to set income goals

Buy your name as domain

Business headshot

Business email

Business email signature

Business phone/greeting

Customize and print these items in marketing set

- Business cards

- Rack cards

- Thank you cards

Join Association of Personal Photo Organizers (APPO)

- Create a custom URL for your APPO web page

- Begin to fill out your web page

- Start your certification