

Starting A Supplement Brand: The Checklist

A Quick Note:

Hi, I'm Rush, CEO of PURE Private label. Our mission is to make sure you have all of the support you need for your supplement brand so that you can focus on **the most important part - getting your product in people's hands.**

We've run our own brands and have had the opportunity of helping more than 300 supplement brands get started, and we have learned a lot along the way.

For that reason, I've created this quick checklist for the first steps of setting up your brand.

We have the steps and links below to help you get started. We receive affiliate commissions when you click the links below, but **I currently use or have used every single one of the products linked in this checklist.**

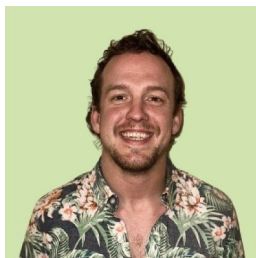
Don't bother figuring it out on your own - take a look at each short section below and just follow the steps provided. **It's that easy to get closer to your dream.**

My team and I are here to support you along the way.

Let's dive in.

Thanks,

Rush



Rush Ricketson ([LinkedIn](#), [X](#))
CEO, [PURE Private Label](#)

First Steps: Setting Up The Foundation

- ☐ Brand Name
- ☐ Domain Name
- ☐ Company Formation/ EIN
- ☐ Trademark™ Protection
- ☐ Physical Address
- ☐ Business Phone Number
- ☐ Bank Account
- ☐ Business Credit Card
- ☐ Credit Card Processing (Receiving Payments)
- ☐ Website

Foundation Steps:

- ☐ Brand Name

It's time to pick a name! This can feel like a lot of pressure, but there are plenty of products on the market with terrible names that sell a ton of units.

Pick something catchy enough to speak specifically to your target market, but don't overdo it.

The more important part of your brand will be how well you can market it, not what you named it.

Action Item: My favorite strategy for picking names for companies or products is to open a Google Sheet or Doc and start vigorously spitting out names. Don't stop until you have a list of 100 ideas.

Write down the ones that you think are bad too. They will lead you to the one you like.

Just pick one, and let's go!

"Good" executed now beats "perfect" planning every time.

❑ Secure Your Domain Name

Once you know your brand name, it's time to get a good website URL! This essentially means that you just need to buy the “address” for your website.

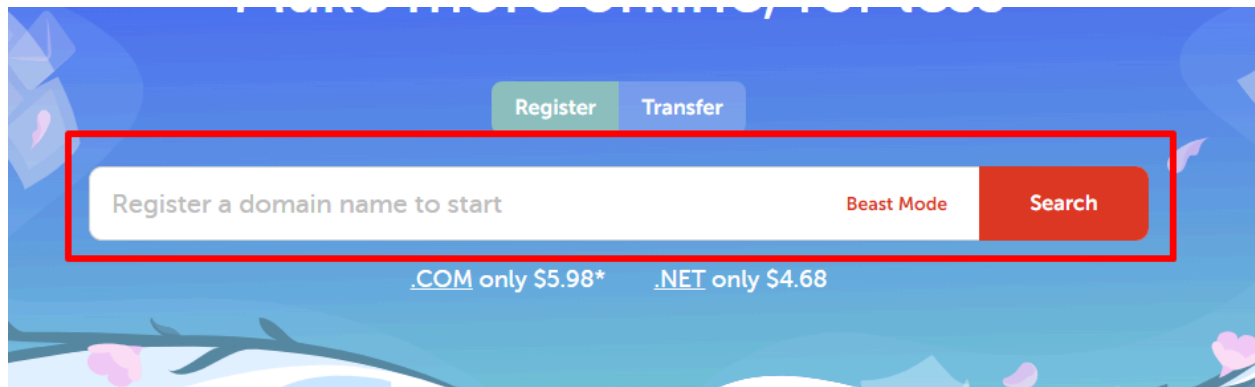
For example, is it going to be supplementbrand.com or is it going to be getmysupps.com

The choices will likely come down to availability, but there are some important things to consider:

- Shorter tends to be better
- Being easy to spell matters (imagine saying your future email address to someone over the phone)
- “.com” is best, but not necessarily required

My favorite place to grab domain names is [NameCheap](https://NameCheap.com). This is where we bought pureprivatelabel.com

Action Item: Go to Namecheap.com and type the name you'd like in the search bar.



After you hit “Search,” you’ll see a number of suggested names and extensions (.com, .co, .xyz, etc.).

Based on the results, make a choice (or search for a variation of your brand name), and checkout.

Tip: Sometimes you can add other words like “get, buy, my, supps, nutrition, etc.” onto your brand name to find a cheap domain that still works well.

[CLICK HERE to grab your domain name on NameCheap now >>](https://Namecheap.com)

☐ Company Formation/ EIN

First things first, I am not a lawyer, nor am I a tax professional. You should always consult with your professional advisors before making decisions like this, but you will need to have a company formed.

For many supplement brands that we work with, an LLC is the right choice. You can easily walk through that with [Bizee](#). I have personally used them for several LLCs with good experience.

What is important for the rest of your company's formation is that you also **get an EIN**, which is included in the [Gold and Platinum packages](#), and both are still cheaper on [Bizee](#) than what my accountant charges for the same service.

The EIN is just a number that acts as the identification number for your business.

You will need an EIN to get a bank account so do not skip that part.

The last LLC my accountant formed for me was \$500 + filing fees, which is more expensive than and definitely didn't come with expedited service, like the [Bizee Platinum package](#).

Action Item: Consult your professional advisors and go to Bizee to form your LLC if that is the right choice for you.

[CLICK HERE to easily form your company with Bizee >>](#)

☐ Trademark™ Protection

Once you've got your company formed, it's time to protect your name! Again, you should always consult a lawyer before making decisions about protecting your intellectual property.

Your unique name and branding is what a lawyer might call your "Intellectual Property" and one of the most common ways to protect that is to get a trademark.

That's what the little "™" or "®" means next to a brand name, product name, statement, etc.

Again, not a lawyer, but a trademark essentially means that you "own" that particular name. For example, Nike owns the name "Nike." If they didn't trademark the name Nike, they could be at risk of someone else claiming ownership of the name.

Even if you aren't ready to start making products soon, it can still make sense to get your trademark process started so that someone doesn't "steal" your idea in the meantime.

It will take some time for the process to completely finish, but you don't have to have it done to start doing business. However, you should get started on it right away so that it is completed as soon as possible.

I have spent \$1,000 + filing fees with a lawyer to file a single trademark before, and [Bizee only charges \\$299 + filing fees.](#)

Action Item: Consult your lawyer to protect your name and start the process on your trademark filing.

[CLICK HERE to protect your brand and file for your trademark through Bizee>>](#)

☐ **Physical Address**

You will need to have a physical address for the label of your products and most of the "legal" things you need to set up.

It's fine to use your personal address for many of those things, but in some cases, the address will be "customer- or public-facing."

Not only do you probably not want all of your customers to know the address where you live, but it also appears more professional to have a business address (which can help build trust with your customers).

The options:

- You can get a PO Box if you'd like, but some vendors will not accept a PO box as your physical address.
- Another option would be to reach out to a local shared workspace business and see if they have virtual address options.
- A simple option would be to set up a [virtual business address with Bizee](#). The options are very affordable, and it's nice to have your home address more protected.

Action Item: Set up a physical address for your business to protect your home address and appear more professional.

[CLICK HERE to check out the affordable options for virtual addresses through Bizee>>](#)

☐ Business Phone Number

You will need a phone number listed on your products' labels and your website for customers to contact you for customer service.

If you just shivered a little bit, that's okay - you don't have to give up your personal cell phone.

It's very simple to set up a phone number for your business. You can even set it to just take voicemail. Just make sure you respond to the voicemails.

Having a dedicated business phone line with a recorded answering service seems more professional and helps your company seem more "legit" to consumers also.

You can set up a number pretty easily through [Google Voice](#) (not affiliated).

Action Item: Set up a business phone number to build trust and spare your personal number.

☐ Bank Account

Once you've got your LLC and EIN from following the steps above, you'll be ready to set up a bank account for your business!

It's important to review the options available to you as a business owner. Commercial/business bank accounts will have different fee structures than your personal bank account.

In many cases, you (and your partners) will have to go in-person to a branch location to open your new business account.

Here is a resource to help you evaluate your options from [NerdWallet](#) (not affiliated).

When you go, *bring your company formation documents and EIN that you received when you formed your business.*

Action Item: Review business banking options and create an account with your chosen bank.

☐ Business Credit Card

Next you should apply for a credit card for your business. Some bank accounts will make it easy to apply for a card at the same time as setting up the account.

It's worth reviewing your options and weighing the pro's and con's of your situation.

For example, if you know that you'll be able to pay your card in full every statement, maybe it makes more sense to get a card with good rewards (We made \$10,000+ in cc rewards last year).

But if you need a little extra wiggle room in your budget, maybe it makes sense to take advantage of an introductory offer with a low or 0% financing.

Here is another resource from [NerdWallet](#) (not affiliated) to review some options.

Starting out, it can also be kind of a simple "hack" to keep track of your expenses by putting everything on the business credit card. That can make tracking expenses starting out much easier before you get to the size that you need an accountant or bookkeeper.

Also, many ad platforms and subscription services (google ads, facebook ads, web hosting, etc.) will require a credit card to be on file so they can bill you monthly.

Keep your books clean from the start and put those expenses on your business credit card to make your life easier.

Action Item: Review the options for business credit cards and get an application started.

☐ Credit Card Processing (Receiving Payments)

It's a little known fact that most credit card processing companies do NOT allow transactions for dietary supplements.

So what does that mean for you?

That means that receiving transactions for dietary supplements are **against the terms of service** for the big companies (PayPal, ShopPay, Stripe, Square, etc.).

You will sometimes see brands using these big companies to process supplements, but you can read the Terms of Service for each of them yourself if you'd like. You will clearly see that dietary supplement products are not allowed.

That means that you could start with PayPal, but once PayPal notices what you're doing, **they freeze your funds and shut down your account (ask me how I know!).**

We learned this the hard way with our own brands, but you don't have to learn the hard way.

Instead, you can just **get started with a credit card processing company that allows dietary supplement transactions.**

[Fill out the form here](#) to get connected with a representative at Preferred Payments and save yourself the pain of having your money held.

Action Item: Get set up with a merchant account that will allow you to process credit card payments on your website.

[CLICK HERE to connect with a representative at Preferred Payments and skip the pain of having your account shut down >>](#)

☐ Website

I know most of you expected this one! Your website is your brand's face to the world, and you need it to look great!

On top of looking great, you need it to *perform well*.

The primary purpose of your website is to convert visitors into buyers.

It's important that you make all design choices with this in mind.

There are plenty of beautiful websites that are horrible at getting sales. *Simplicity* usually wins the day when it comes to the buyer journey and creating buyers.

We *strongly* recommend using [Shopify](#) as your platform. It is very easy to get set up using templates without having to become a web developer.

The other plus side is that it can grow with you. \$40M+ websites still use [Shopify](#) for their sites.

If you're not interested in building a site yourself, you can reach out to our partnered agency, [RevMulti](#), to have it done for you. PURE Private Label referrals receive a special price.

Action Item: Get your website started on [Shopify](#).

[CLICK HERE to jump in and do it yourself >>](#)

If you'd rather have it done for you, reach out to our partnered agency, [RevMulti](#).
[CLICK HERE to check that out >>](#)

Next Steps

Congratulations for building the foundation of your supplement brand!

Most brand owners in this industry will have to struggle their way through the process and do a ton of research to learn each of these steps listed above, but you have already got all of that knocked out!

So what's next?

I'm glad you asked...

Step 1: Keep working with your dedicated [Account Manager at PURE Private Label](#) to keep things moving along for the production of your products.

Step 2: Sign up for the [ShopBytes Newsletter](#) to start learning more about how to become a marketing pro and drive your online sales up.

Step 3: Stay tuned for emails coming for the [PURE Private Label](#) team about upcoming webinars and workshops to further support your goals.