

Online Store Launch Checklist

Action Checklist — ClearLegalTips.com (2026)

Launch legally, not just quickly. Do these in order.

Structure & Registration

- ☐ Chose a structure (LLC recommended once sales are real)
- ☐ Filed the entity and got an EIN free from the IRS
- ☐ Opened a separate business bank account
- ☐ Checked local business license / home occupation permit Sales Tax
- ☐ Registered for a seller's permit in your home state
- ☐ Tracking sales by state to watch ~\$100,000 economic-nexus thresholds
- ☐ Platform collects the right tax automatically where registered
- ☐ Confirmed marketplaces collect for marketplace orders Policies
- ☐ Published Terms, Privacy, Refund, and Shipping policies
- ☐ Added a cookie consent banner if analytics or ads run Federal Rules
- ☐ Running reviews straight — no bought, incentivized-undisclosed, or gated reviews
- ☐ INFORM verification handled if selling at volume on marketplaces Books
- ☐ Tracking income and expenses + capturing deductions from sale one
- ☐ Noted quarterly estimated-tax dates

INSTRUCTIONS FOR USE

Work top to bottom and check items off as you complete them. Provided for informational purposes only — it does not constitute legal advice. Laws vary by state and change over time. ClearLegalTips.com is not a law firm.