

HOW TO START A SMALL BUSINESS IN OKLAHOMA

WORKBOOK

Let's plan strategically and give prospective clients strong reasons to choose your services.









Welcome to the Starting a Small Business in Oklahoma training manual! This guide was created by Manzeska Ota Tsi (Place to Borrow Money) in Oklahoma, to support aspiring Native American entrepreneurs and small business owners like you. Whether you're just beginning to shape your business idea or you're ready to launch, this manual is here to walk you through each step with clarity and confidence. We believe in the power of Native-led businesses and are proud to provide tools, resources, and financial support to help you thrive.



Business Idea Validation

Answer the following questions to test the strength of your business idea.

What problem does your product/service solve?

01

Who experiences this problem?

02

How are they currently solving this problem (competitors)?

03

What makes your solution better?

04

Business Planning Snapshot

Business Name	Mission Statement
Business Description	Target Market
Marketing Strategy	Revenue Streams
Startup Costs Estimate	Projected Monthly Expenses & Revenue

Compliance Checklist (Oklahoma)

Check off each item as it applies to your business

Standard Business Requirements				
	Name in Secretary of State			
	Register with Secretary of State			
	Obtain EIN from IRS			
Oklahoma Licenses and Permits				
	Business License from Oklahoma			
	Oklahoma Tax Commission Registration			
	Register with Oklahoma Employment Security Commission (OSEC) (if employees)			
	File for Workers' Compensation (if employees)			
Other				
	Business Insurance			
	Check for Local Requirements			
	Check for Industry Specific Requirements			



Marketing Action Plan

Create a basic marketing plan for your first 3 months

What platforms will you use (e.g., website, social media, email)?		
What content will you create?		
What is your marketing budget?		

How often will you post or promote?		
Wha	nt partnerships or community events will you	
participate in?		
List the p	partners that can promote your business venture:	



Choosing Your Legal Structure

Compare the following structures and circle the one you are considering



STRUCTURE

SOLE PROPRIETORSHIP

PARTNERSHIP

LIMITED LIABILITY COMPANY

CORPORATION

NONPROFIT

PROS | CONS

EASY TO SET UP	NO LIABILITY PROTECTION
SHARED WORK LOAD	POTENTIAL FOR DISPUTES
LIABILITY PROTECTION	FEES AND PAPERWORK
GOOD FOR RAISING FUNDS	COMPLEX STRUCTURE
TAX-EXEMPT	STRICT REQUIREMENTS



Thank you for taking the time to invest in your business journey with us. We hope this training has given you valuable insight and a strong foundation to start and grow your business in Oklahoma. At Manzeska Ota Tsi (Place to Borrow Money), we are committed to walking alongside you—not just today, but throughout your entrepreneurial path. Please reach out if we can support you with financing, resources, or guidance. We're proud to be your partner in building a thriving Native business community.

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