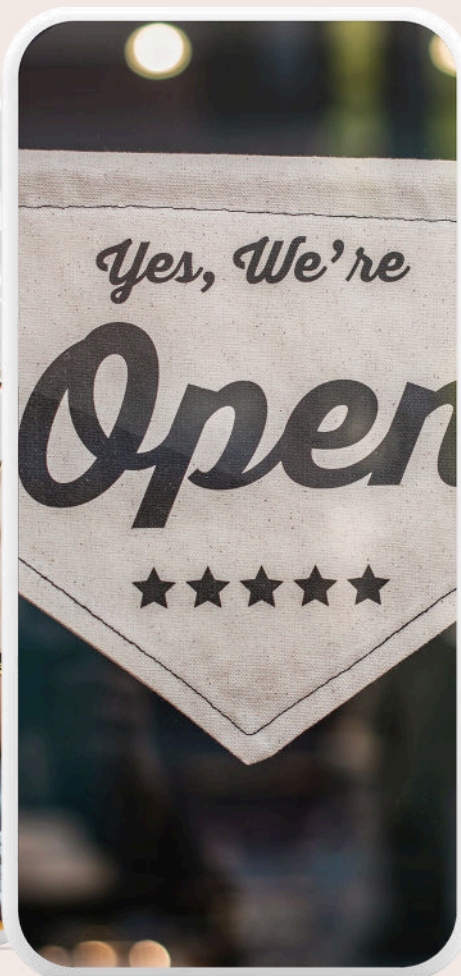




HOW TO START A SMALL
BUSINESS IN OKLAHOMA

WORKBOOK

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





Welcome!

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?

What partnerships or community events will you participate in?

List the 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

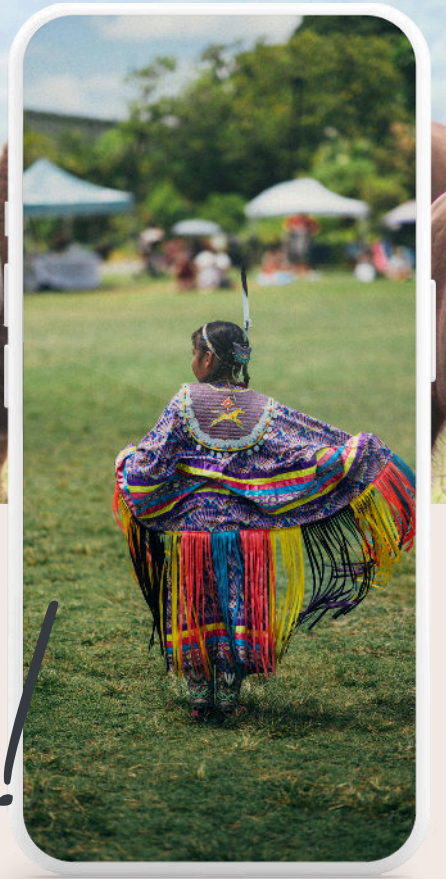
LIMITED LIABILITY COMPANY

CORPORATION

NONPROFIT

PROS | CONS

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



Wado! Thank you!

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.

W: www.pbmlending.org

T: 918-287-0001

E: info@pbmlending.org

L: 100 W. Main Street, Pawhuska, OK 74056

