

USA Market Entry Checklist

Your Complete Guide to Entering the US Market

Expanding your business to the United States requires careful planning and strategic execution. This comprehensive checklist will guide you through the essential steps to establish a successful presence in the US market, from legal foundations to marketing excellence.

■ THE 4 CORE PILLARS OF US MARKET ENTRY

1. APPEAR TO BE LOCAL

- **Establish a US legal entity (LLC or Corporation)** - Creates credibility and simplifies transactions with US businesses
- **Open a US bank account** - Essential for receiving payments from US customers and managing operations
- **Get a US business address and phone number** - Build trust with local customers and partners
- **Register for an EIN (Employer Identification Number)** - Required for tax purposes and business operations

2. LOOK PROFESSIONAL

- **Create a professional bilingual website (English/Spanish)** - Your digital storefront must reflect US market standards
- **Develop US-market specific product/service descriptions** - Adapt your messaging to American business culture
- **Design professional marketing materials** - Brochures, presentations, and sales collateral that resonate with US buyers
- **Ensure brand consistency across all touchpoints** - Logo, colors, messaging, and value proposition

3. BE LANGUAGE READY

- **Provide expert negotiation and sales services in English** - Native-level business English is non-negotiable
- **Hire bilingual talent for customer-facing roles** - Sales, customer service, and account management

- **Develop culturally appropriate communication strategies** - Understanding US business etiquette and communication norms
- **Create bilingual support materials** - Documentation, FAQs, and customer resources

4. DON'T SAVE ON MARKETING

- **Develop a comprehensive Go-to-Market (GTM) strategic plan** - Clear positioning, target audience, and value proposition
- **Execute multi-channel marketing campaigns** - Digital advertising, content marketing, SEO, and social media
- **Invest in lead generation systems** - CRM, marketing automation, and sales funnel optimization
- **Budget 15-20% of projected revenue for marketing** - Market entry requires sustained investment to build awareness

■ COMPREHENSIVE MARKET ENTRY CHECKLIST

Legal & Compliance Foundation

- Research business structure options (LLC vs. C-Corp vs. S-Corp)
- Consult with US business attorney for entity formation
- Understand state-specific regulations in target markets
- Obtain necessary business licenses and permits
- Register for sales tax collection if selling physical goods
- Set up compliant employment practices if hiring US workers

Market Research & Validation

- Identify specific target markets and customer segments
- Analyze competitor landscape and positioning
- Validate product-market fit with US customers
- Research pricing expectations and payment terms
- Understand distribution channels and partnership opportunities
- Conduct cultural and regulatory due diligence

Commercial Infrastructure

- Establish logistics and fulfillment capabilities
- Set up payment processing (credit cards, ACH, wire transfers)
- Create US-specific pricing and contract templates
- Build relationships with distributors and resellers
- Develop customer support infrastructure
- Implement inventory management systems if applicable

Sales & Marketing Systems

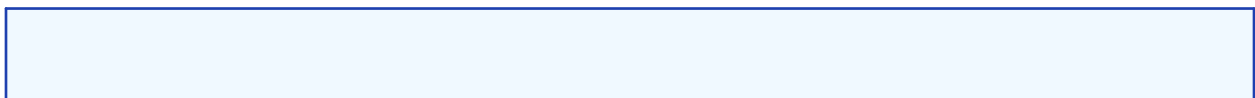
- Implement CRM system (HubSpot, Salesforce, etc.)
- Create content marketing strategy and editorial calendar
- Set up Google Ads and Meta Ads campaigns
- Optimize website for US search engines (SEO)
- Develop email marketing automation sequences
- Build LinkedIn presence and B2B networking strategy
- Create customer acquisition roadmap with clear milestones

Financial Planning & Operations

- Develop 12-month financial projections for US operations
- Set up accounting systems compliant with US GAAP
- Establish relationships with US financial institutions
- Plan for tax obligations (federal, state, and local)
- Secure appropriate business insurance coverage
- Create cash flow management strategy for cross-border operations

■ Realistic Timeline Expectations

- **Phase 1 - Market Readiness (4-6 weeks):** Research, legal setup, infrastructure planning
- **Phase 2 - Commercial Launch (8-12 weeks):** Website, marketing materials, initial outreach
- **Phase 3 - Market Traction (3-6 months):** Lead generation, sales pipeline development, customer acquisition
- **Phase 4 - Sustainable Growth (6-12 months):** Scale operations, optimize channels, expand market presence



Ready to Enter the US Market?

Don't navigate this complex journey alone. I provide end-to-end support for Latin American companies entering the US market - from legal entity formation and website development to complete Go-to-Market strategy execution.

UBIK 360 ENTERPRISES

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