

The New Electrical Contractor Launch Checklist

Everything on the business side you need before — and right after — you take on your first paying job in Alberta. Not just what to do, but why it actually matters.

01 — Legal & Registration

- ☐ **Register your trade name (Declaration of Trade Name)**
Needed before you can legally invoice under anything but your own name. Done through an Alberta registry agent — usually \$50-150 and 1-2 business days.
- ☐ **Confirm your municipal business license**
Requirements vary by city. Skipping this is one of the most common first-year fines new contractors run into.
- ☐ **Confirm your electrical contractor licensing/permitting is active**
Clients and inspectors will ask. Keep proof easy to produce on short notice.
- ☐ **Set up WCB-Alberta coverage**
Protects you if you're hurt on the job — and many general contractors won't hire you without proof of it.
- ☐ **Get liability insurance in place**
One uninsured incident can end a new business before its first year is up.
- ☐ **Plan ahead for GST registration**
Required once you cross \$30,000 in revenue over four consecutive quarters. Not urgent on day one — worth knowing the trigger.

02 — Money & Operations

- ☐ **Open a dedicated business bank account**
Keeping personal and business finances separate saves real pain at tax time, even as a sole proprietor.
- ☐ **Set up an invoicing system with clear payment terms**
Vague terms are the #1 reason new contractors end up chasing late payments.
- ☐ **Choose a bookkeeping method — spreadsheet, app, or bookkeeper**
Doesn't need to be fancy. It needs to be consistent from job one.

- ☐ **Decide your pricing structure — flat rate, hourly, or per-job**
Pick one and stay consistent. Constantly re-deciding erodes client trust.
- ☐ **Set aside a fixed percentage of every job for taxes**
A simple habit that prevents the most common new-business cash crunch: a tax bill you didn't save for.

03 — Getting Found Online

- ☐ **Build a website that clearly lists your services and service area**
Most homeowners check before they call — even on a word-of-mouth referral.
- ☐ **Fully complete your Google Business Profile — hours, photos, service area**
It's free, and often the very first thing a prospective customer actually checks.
- ☐ **Start collecting before/after job photos as you work**
You'll want these the moment you need real proof for your website or a review request.
- ☐ **Make sure your phone number and booking link are visible on every page**
A surprising number of new contractor sites bury this. Don't make people hunt.

04 — Turning Leads Into Booked Jobs

- ☐ **Set up missed-call text-back**
A missed call with no follow-up is often a job lost to whoever calls the homeowner back first.
- ☐ **Add an online booking option**
Some leads won't call at all if there's no way to book without waiting on a callback.
- ☐ **Create a follow-up sequence for quotes that don't close right away**
Most jobs aren't won on the first conversation — the follow-up is where they're actually won.
- ☐ **Track where each lead is coming from — referral, ad, or search**
You can't double down on what's working if you don't know what's working.

05 — Keeping Customers Coming Back

- ☐ **Send a review request after every completed job**
Reviews are the fastest way to build trust with the next lead who's never heard of you.
- ☐ **Set up a referral system with a small reward**
Turns your best customers into an active source of new leads instead of a one-time job.
- ☐ **Send seasonal reminders to past customers — panel checks, generator service**
Repeat business is cheaper to win than new business, and easy to forget to ask for.



Keep a simple list of past customers

Even a basic spreadsheet beats relying on memory once you've done more than a handful of jobs.

TRADESTARTER

Built all of this yourself? You're already ahead of most new contractors.

Want it built and running for you instead — website, booking, follow-up, reviews, and ads, live before your next job? Take the free 2-minute business systems audit and see exactly what's still missing.

→ [Take the Audit](#)