Blog by Ron â?? Doing Business As

Description

Doing Business As or as it is commonly known DBA, is a legal name that allows you to operate your business in the state where you dwell. But it is more than that. Letâ??s take a look.

REGISTERED using a Doing Business As

States have a vital interest in businessâ??s operating in their state. You need to have a legal name to be registered with that state. This is accomplished by incorporating as either a corporation or a limited liability corporation, or a DBA.

DBAâ??s provide you the legal name without a great deal of money being spent. Corporations may have expensive legal departments to handle such expenses, but the individual person doesnâ??t have a legal department, nor the money to hire a lawyer. That is one place that a DBA truly earns its way.

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DBAâ??s provide the legal name required to be registered with the state, and are usually inexpensive to get.

DOING BUSINESS AS Enables Branding

Branding is an important aspect of marketing your books. To do this you need a DBA that is both legal and marketable. By marketable I am talking about your registered name being used to market your brand.

For example, the DBA for my business is T&R Independent Books. I use this in my branding. It identifies the business to the viewer. T&R indicates who the name of the owners. Although Tess is no longer here, she was a cofounder of the business and belongs in the name.

The word Independent tells interested people that this is a company that is independent of any other business. Since we are a publisher it also separates us from any of the major publishing houses.

Books tells people that the business I am in is books. I am an author, teacher, coach, and publisher of books.

I use the name in the website, and in all other marketing efforts.

BUYING is Enabled by Using a Doing Business By Name

Because it is the registered name, the DBA enables me to buy or purchase supplies to be used in the business. Thus, it is an essential tool in my marketing efforts. Itâ??s legality is the key.

SELLING is Enabled by Using a Doing Business By Name.

The DBA makes it possible for me to sell my products online and locally within the state of Florida. Again, itâ??s legality is the key.

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R. Frederick Riddle is an author, teacher, publisher, and the owner of T&R Independent Books. The website is at Home â?? T&R Independent Bookstore (trbookservices.com). You can learn more about R. Frederick Riddle and T&R Independent Books at www.facebook.com/ronald.f.riddle, and at https://www.linkedin.com/in/rfrederickriddle.

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