

How to Make a One-Person Firm Seem Like a Giant Corporation

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Published: April 8, 2001

The true story of ORG Inc.

On Jan. 3, 2000, the graphic designer David Reinfurt formed the New York State corporation ORG Inc. (EIN 13-4094918). One year later, the board, stockholders, president and employees totaled one, with no plans for future growth. Nonetheless, ORG is often mistaken for a much larger, and perhaps more credible, company. This is good for business. The following plan, in seven simple steps, explains how to form your own organization of one.

1. Pick A Name

Three-letter acronyms are standard in the world of large organizations. This strategy works best if your acronym doesn't actually stand for anything. -->

2. Incorporate

This isn't difficult in the state of New York, but a lawyer can be helpful. If possible, choose an auspicious date. ORG was incorporated on the first business day of 2000.

3. Issue Stock

There will be only one stockholder in your company. Still, stock certificates will convey organizational stability to your clients and associates.

4. Create A Corporate Seal

The corporate seal, required by law, is the thumb print of a legitimate organization. It is useful applied to correspondence when a signature is not sufficient.

5. Furnish The Office

Your corporate office should project efficiency and strength in its interior design. ORG's one-person space (right) is modeled on the former headquarters of the Connecticut General Life Insurance Company (left) in Bloomfield, Conn.

6. Print Business Cards

These are essential for completing your charade as a large organization. a good corporate telephone number is equally important (as many zeros as possible), as are an appropriate midtown Manhattan address and, of course, a Web site.

7. Design A Logo

A logo is the crown for your newly minted organization. But be careful: yours should look similar to all other large-organization logos but not so similar that you encounter legal problems.

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