

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

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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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