

CHECKLIST

Business Startup Checklist

A background image showing a desk with a pen, a paperclip, and a notebook. A white rectangular box is overlaid on the top half of the image, containing the title.

Business Startup Checklist

Step 1 - Decide what business to start.

You can't start building your business until you decide what business you're going to build. First, choose the type of business (service, product, or digital product), then generate ideas around your interest, expertise, and market demands.

Step 2 - Write a business plan.

You can't hit your goals if you don't know what your goals are, so set aside a couple hours to make a solid plan for what your building and how you'll do it.

Step 3 - Validate your idea.

Don't risk wasting time, energy, and money on an unproven business idea. Conduct market research and beta launch your product to ensure there's demand for your product.

Step 4 - Set Up Your Website.

Having a website for your business gives it legitimacy and allows people to learn more about what you offer and purchase your products.

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Step 5 - Set up your business books.

It's so important to keep your business money separate from your personal money, and it's also a very easy thing to do. Open a business bank account and create a spreadsheet to track your transactions.

Step 6 - Build a sales machine.

How will you guide prospective customers to purchase your products? In order to consistently generate sales, you need to create a system for this process.

Step 7 - Get visible.

Your sales process can be perfect, but if nobody knows about your brand, they can't be interested in your product. You need to come up with a marketing plan to get visible and start attracting leads.

Step 8 - Grow your team.

As your business grows, you'll need to bring on help, delegate tasks, and create "standard operating procedures" (SOP's) to maximize productivity.