

# Business Start-Up Checklist

## STAGE 1 & 2: VALIDATE & LAUNCH YOUR BUSINESS

### Essential Elements

#### 1 Validate Your Idea

- ☐ I have conducted my basic business & market research.
- ☐ I have reflected on whether I am cut out to be an entrepreneur.
- ☐ I can confirm that my business idea is in my zone of genius.
- ☐ I have defined my customer, problem and solution I provide.
- ☐ I have looked at my business idea objectively.
- ☐ I know who my competitors are and how I will be different to them.

#### 2 Business Set Up

- ☐ I have registered my business name in my country.
- ☐ I have decided on the best business structure.
- ☐ I have set up a business bank account.
- ☐ I have the appropriate insurances & approvals.
- ☐ I have set myself up with accounting software.
- ☐ I use Trello or other software to organise and plan my business.

#### 3 Business Plan

- ☐ I have conducted market research to test my idea.
- ☐ I have conducted a thorough competitor analysis.
- ☐ I have defined my target market (avatar) clearly and specifically.
- ☐ I know my business 'why', values, vision and mission statements.
- ☐ I have revenue goals in place and a clear path to profit.
- ☐ I have a sales and marketing plan to generate the sales I need.
- ☐ I have a budget, a funding plan and a live cash flow forecast.

#### 4 Products/Services

- ☐ I have clearly defined products and/or services.
- ☐ I have used Productisation to define 3 tiers of offerings (from low to high \$).
- ☐ My products/services are packaged up in bundles.
- ☐ I have a clear customer value journey and business funnel to lead clients from one service to the next.
- ☐ I know how I will sell and market my products and/or services.

#### 5 Branding

- ☐ I have a professionally designed logo and brand style.
- ☐ I have a brand colour palette and know the colour codes.
- ☐ I know my brand fonts and stick to them.
- ☐ I intimately know my brand essence: voice, essence & style.
- ☐ I have a brand style guide.
- ☐ I consistently follow my brand guidelines.

#### 6 Social Media

- ☐ I know which platforms my target market hang out on online.
- ☐ I have created compelling relevant social media profiles & bios.
- ☐ I have at least 20 posts on each platform at business launch.
- ☐ I have an audience growth strategy that I'm following.

#### 7 Professional Development

- ☐ **I have a Business Coach.**
- ☐ I have taken a course on selling and know how to sell.
- ☐ I regularly invest in marketing training.
- ☐ I regularly invest in business education/training.
- ☐ I regularly attend relevant webinars/events/networking.
- ☐ I read industry blog articles regularly to stay up to date.

#### 8 Website (necessary as soon as funds allow)

- ☐ I have registered my website domain.
- ☐ I have a website with a lead capture opportunity & calls to action.
- ☐ My website looks great on all devices (mobile responsive).
- ☐ I have implemented on-page/off-page SEO.
- ☐ My website features a video on the home page.
- ☐ My website loads fast (less than 3 seconds load speed).
- ☐ I have Google Analytics installed and use it.