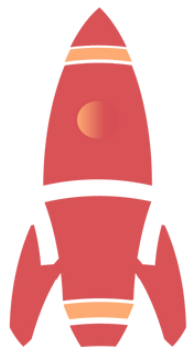


# BUSINESS **FOUNDATION** CHECKLIST



# HOW IT WORKS

**Building a business is hard.**

Build a business right and it will change your life.

At Launched, we know what it takes to build a business. We know that most advice on starting a business is vague and incomplete.

We have seen too many businesses try to back-pedal as they struggle to correct mistakes that were made before they even opened. We want to help you avoid that.

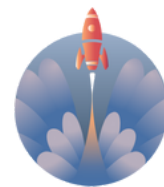
This checklist is long. Do not let it overwhelm you. Do one task a time.

**Reach out for help as needed.**

## ADDITIONAL RESOURCES

Launched has a six month Launch My Business Academy that will walk you through each and every step, in the right order. We are here to guide you. If you don't know some of the terms check out our social media for help.

**Apply at [LaunchedAcademy.com](https://LaunchedAcademy.com)**



**LAUNCHED**



@LaunchedAcademy

# SECTION ONE: GETTING LEGAL

You have to take care of the legal aspects of your business.

If you ignore them, you are asking for a lot of heartache and expenses down the road.

## COMPANY INFO:

- Choose a business name

Business name:

- Assign business phone number

Phone number:

- Company address or get a P.O. Box

Company address:

- Determine company email

Email:

- Determine company start date

Start date:

## LEGALIZE YOUR BUSINESS

- Choose entity type

- Obtain state tax ID number

STID:  
-----

- Select end of fiscal year

End date:  
-----

- Obtain licenses

City/county license

Additional licenses

- Register with your state

- Apply for EIN

EIN: -----

- Open a business bank account



## SECTION TWO: YOUR BUSINESS MODEL

**How you choose to run your business matters.** The sooner you determine what you want to build, the sooner you can make choices that get you there.

Every business has their own business model. This is HOW you want to run things. Answer the questions below to help determine yours and write out in the space provided. There is no right or wrong answer. You get to build the business that YOU want.

- What does your ideal work week look like?
- When will be your "busy time"?
- What are your long term revenue goals?
- Are you building this business to sell?
- Is your business all online?
- Will you carry inventory?
- How will you deliver your goods and services?

**What is your general business model? How to you want your business to run?**



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# SECTION THREE: ESTABLISH YOUR BRAND

Branding is often confused with other aspects of business, especially marketing. Branding is incredibly important in your business because your brand is your business identity. This is who you are, what you stand for, your goals, and your vision.

Simply put, branding is the essence of who your company is.

## BRANDING CHECKLIST



1. Establish your business message

2. Define your business values

3. Choose your voice

4 Define your physical branding elements

After you have determined everything on the left, you can create your branding kit and logo. Your logo should be the embodiment of your brand.

Create a branding kit

Create your logo

(sketch logo ideas below)



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# SECTION FOUR

## BUILD YOUR MARKETING

Creating a business is not enough, you have to know how to bring people in.

Marketing is understand who your people are, where they hang out, and what they respond to.

You will want to seek out your best clients and solve their problems.

Marketing is only about your clients.



## MARKETING CHECKLIST



- Identify your ideal client

Ideal Client: \_\_\_\_\_

\_\_\_\_\_

- Identify your clients' pain

Pain: \_\_\_\_\_

- Choose your core product

Core: \_\_\_\_\_

- Choose your upsells:

Upsell 1: \_\_\_\_\_

Upsell 2: \_\_\_\_\_

- Identify the people you do NOT want to work with

NOT your client:

\_\_\_\_\_

\_\_\_\_\_

- Set your annual & quarterly goals

- Create a marketing plan

### EXPERT TIP:

A marketing plan only sounds scary. Google examples of marketing plans and then use those templates to create something that works well for you.

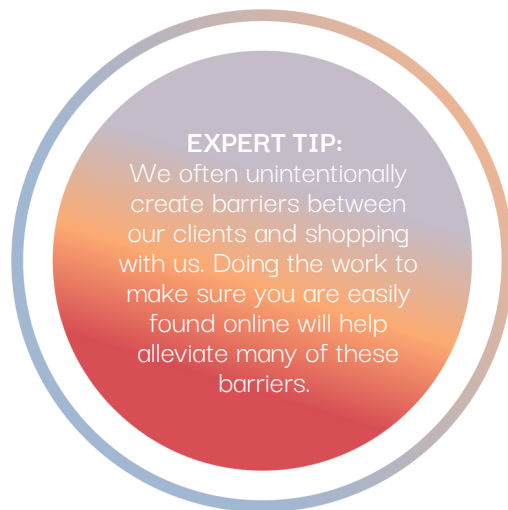
# SECTION FIVE: CREATE YOUR ONLINE PRESENCE

It should be easy for your clients to find and shop with you.



## ONLINE PRESENCE CHECKLIST

- Create Google listing
- Determine the social platforms that your ideal client uses:  
-----  
-----  
-----
- Create an an account on each platform
- Buy web domain
- Create your website
- Optimize your website
- Research other directories
- Create accounts to relevant directories
- Update personal account to send potential clients to your business



# SECTION SIX: SETTING UP FINANCE

**If you do not understand your numbers you cannot run a profitable business.**

Numbers are the language of business.

As business owners we often run our business focused on revenue and rarely spend time truly understanding our numbers. You need to know your expenses (fixed and variable) how to price your products, how to read a balance sheet, plug the holes, and when to grow.

**You cannot properly manage a business if you do not know your numbers**

## FINANCE CHECKLIST

- Open a business bank account
- Choose an accounting system
- Setup your chart of accounts
- Add all accounting and money info to your accounting system
- Figure your fixed expenses  
Fixed expenses:  
\$\_\_\_\_\_/mo
- Figure your variable cost for your core product  
Variable cost:  
\$\_\_\_\_\_
- Price your core product
- Price your upsells
- Learn your breakeven
- Create a balance sheet
- Obtain a business credit card







# SECTION SEVEN: BEGIN YOUR SYSTEMS

**A business without systems is chaos.**

Systems allow you to be free from your business and not a slave to it.



## SYSTEMS CHECKLIST

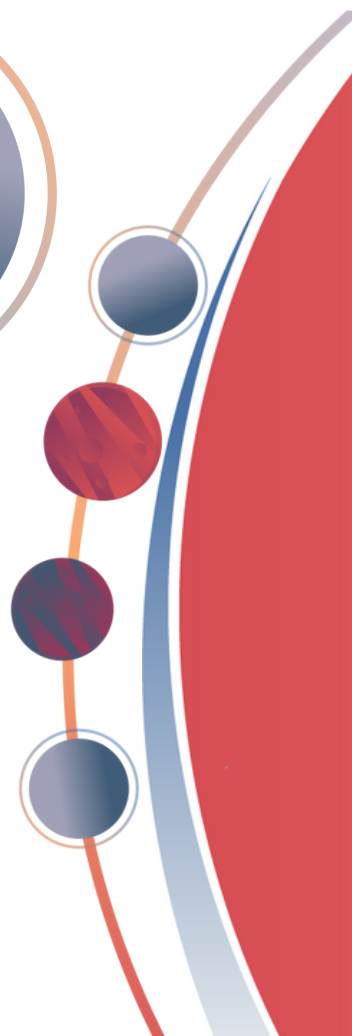
Systems are the way that we do something. In business, your systems are setup to make things easier, faster, and more profitable. You should begin to create systems on day one.

- Create a brainstorm system: spreadsheet, notebook, something tangible**
- Establish how you:**
  - Take client orders/book appts
  - Fulfill client orders
  - Gather client information
  - Take payments
  - Pay bills
- Choose a way to store all this info:** a client management system, a spreadsheet, a video series, etc
- Add all the info your system** - one role at a time



### EXPERT TIP:

This checklist over simplifies the systems process. Systems are ongoing and take time. It is okay if your systems are not perfect or even if they suck to start with.





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## SYSTEMS CHECKLIST

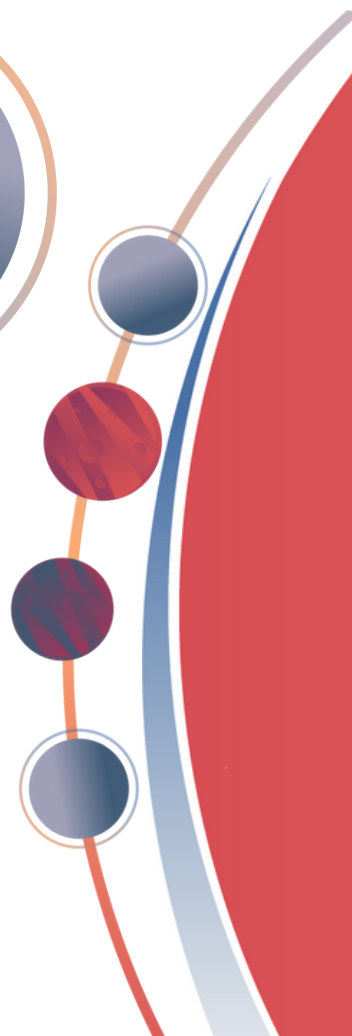
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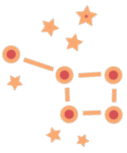


# SECTION EIGHT: BUILD COLLABORATION

**You don't have to do this alone!**

Work with other businesses, teams, and people to build your business together.

While collaboration has always been an important part of business, the internet and "influencers" have not only made it more important than ever but also easier. Take advantage of the perks of clever collaboration.



**Two heads are better than one.**



## COLLABORATION CHECKLIST

- Create a list of 30 businesses, people, or content creators that share your ideal client
- Eliminate anyone who has products/services in competition with your own
- Create an email template to present your collaboration idea.
- Reach out to 15 businesses or influencers
- Agree to collaboration terms and create a contract

### EXPERT TIP:

Collaborations should benefit each collaborator. Make sure you answer the question: "How does this collaboration benefit everyone?" Consider affiliate offers.



# LAUNCH YOUR BUSINESS ACADEMY

If you are bringing home **under \$70,000** from your business it's time to step it up. You can do this. We can give you **all the steps**.



**APPLY NOW**  
[LaunchedAcademy.com](http://LaunchedAcademy.com)



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## SECTION TWO: YOUR BUSINESS MODEL

How you choose to run your business is what you want to build, the sooner you decide, the better.

Every business has their own business model. Answer the questions below to determine the space provided. There is no right or wrong business that YOU want.

- What does your ideal work week look like?
- When will be your "busy time"?
- What are your long term revenue goals?
- Are you building this business full or part time?
- Is your business all online?
- Will you need to hire employees?

## SECTION THREE: ESTABLISH YOUR BRAND

Branding is often confused with other aspects of marketing. Branding is incredibly important in your business identity. This is who you are, what you stand for, and how you are perceived. Simply put, branding is the e

## SECTION ONE: GETTING LEGAL

You have

## SECTION FIVE: CREATE YOUR ONLINE PRESENCE

## SECTION SEVEN: BUILD COLLABORATION

do this alone!

able to build your business together. It's a part of business, the internet and social media have made it easier than ever but also easier to get lost.

## SECTION FOUR: MARKETING

It's important to know how to bring people in. You need to know where they hang out, and what they respond to. You need to know your clients and solve their problems.

your clients.

## CHECKLIST

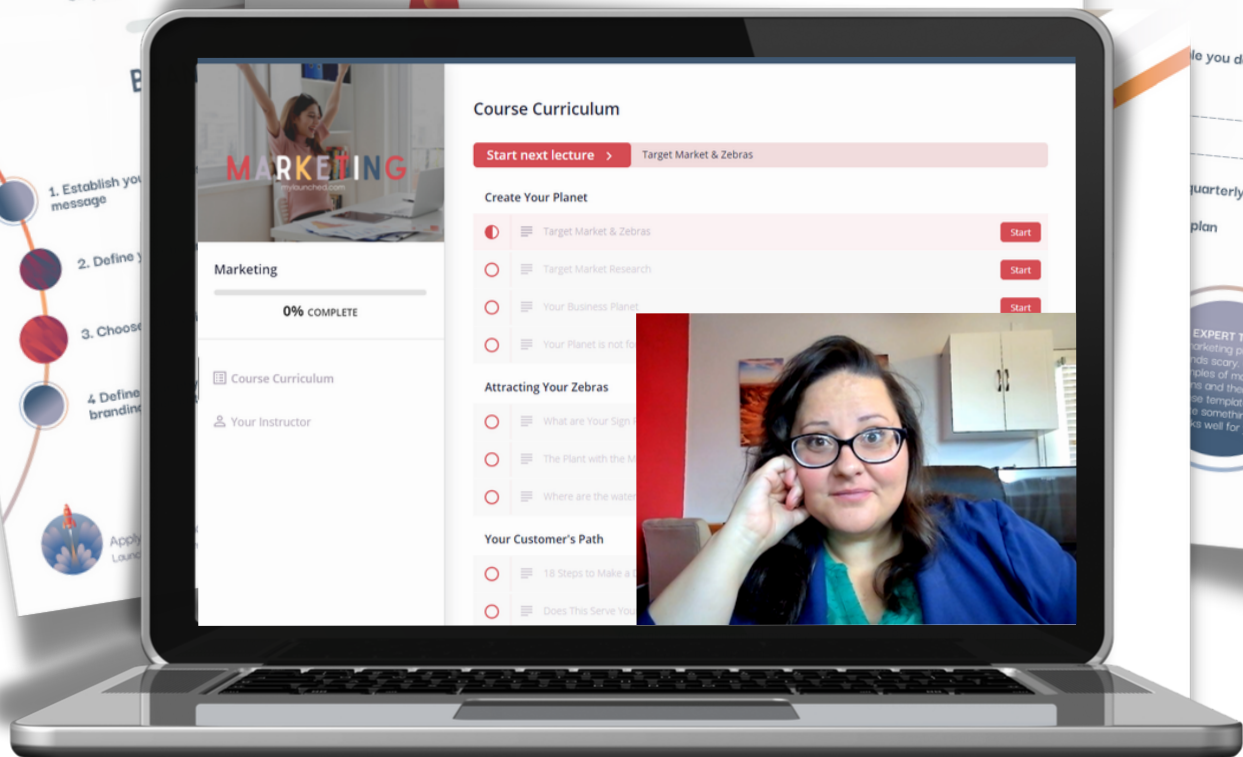
are you do NOT want to

quarterly goals

plan

**EXPERT TIP:** Marketing plans only work if you're not too scary. Google for examples of marketing plans and then use those templates to create something that works well for you.

# BUSINESS FOUNDATION CHECKLIST



Apply for the Launch Your Business Academy

Obtain a business credit card



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LaunchedAcademy.com

## SECTION TWO: BUSINESS MODEL

How you choose  
what you want to

Every business  
things. Answer  
the space pro  
business that

- What does y
- When will be
- What are yo
- Are you bu
- Is your bus
- Will you

## SECTION ESTABLISH Y

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## BRANDING

1. Establish your business message
2. Define your business value
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Systems a  
things easi

Create  
notebook

Establish how you:

- Take client orders/book appts
- Fulfill client orders
- Gather client information
- Take payments
- Pay bills

Choose a way to store all this info: a client management system, a spreadsheet, a video series, etc

Add all the info your system - one role at a time

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## SECTION ONE: GETTING LEGAL

You ha

Aspects of your business.

If you ignore this

...down the road.

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It should be easy for your clients to find and shop with you.

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## CHECKLIST

## FOUR MARKETING

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...is and solve their problems.

...your clients.

## CHECKLIST

...want to

...table business.

...rarely spend time  
...and variable)  
...and when to

...numbers

TIP:  
...ing plan only  
...ary. Google  
...of marketing  
...then use  
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# BUSINESS FOUNDATION CHECKLIST



- Open a business bank account
- Choose an accounting system
- Setup your chart of accounts
- Add all accounting and money info to your accounting system
- Figure your fixed expenses  
Fixed expenses: \$...../mo

- Figure your variable cost for your core product  
Variable cost: \$.....
- Price your core product
- Price your upsells
- Learn your breakeven
- Create a balance sheet
- Obtain a business credit card

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# STARTING YOUR BUSINESS CHECKLIST

## SECTION THREE: BUILD YOUR MARKETING PLAN

Creating a business is not enough, you have to know how to market it. Marketing is understanding who your people are, where they hang out, and how to reach your best clients and customers. You will work on your marketing plan throughout the course.

## SECTION SIX: SET UP YOUR SYSTEMS

Without systems is chaos. You will learn how to set up systems from your business and how to use them to your advantage.



- Choose your Core: \_\_\_\_\_
- Identify your Pain: \_\_\_\_\_
- Choose your Upsell: \_\_\_\_\_
- Identify your Ideas: \_\_\_\_\_



### Marketing

0% COMPLETE

- Course Curriculum
- Your Instructor

### Course Curriculum

Start next lecture > Target Market & Zebras

#### Create Your Planet

- Target Market & Zebras Start
- Target Market Research Start
- Your Business Plan Start
- Your Planet is not for Everyone Start

#### Attracting Your Zebras

- What are Your Sign Posts
- The Plant with the Most to Offer
- Where are the watering holes?

#### Your Customer's Path

- 18 Steps to Make a Decision
- Does This Serve Your Zebra?

