**Business Idea to Launch Checklist**

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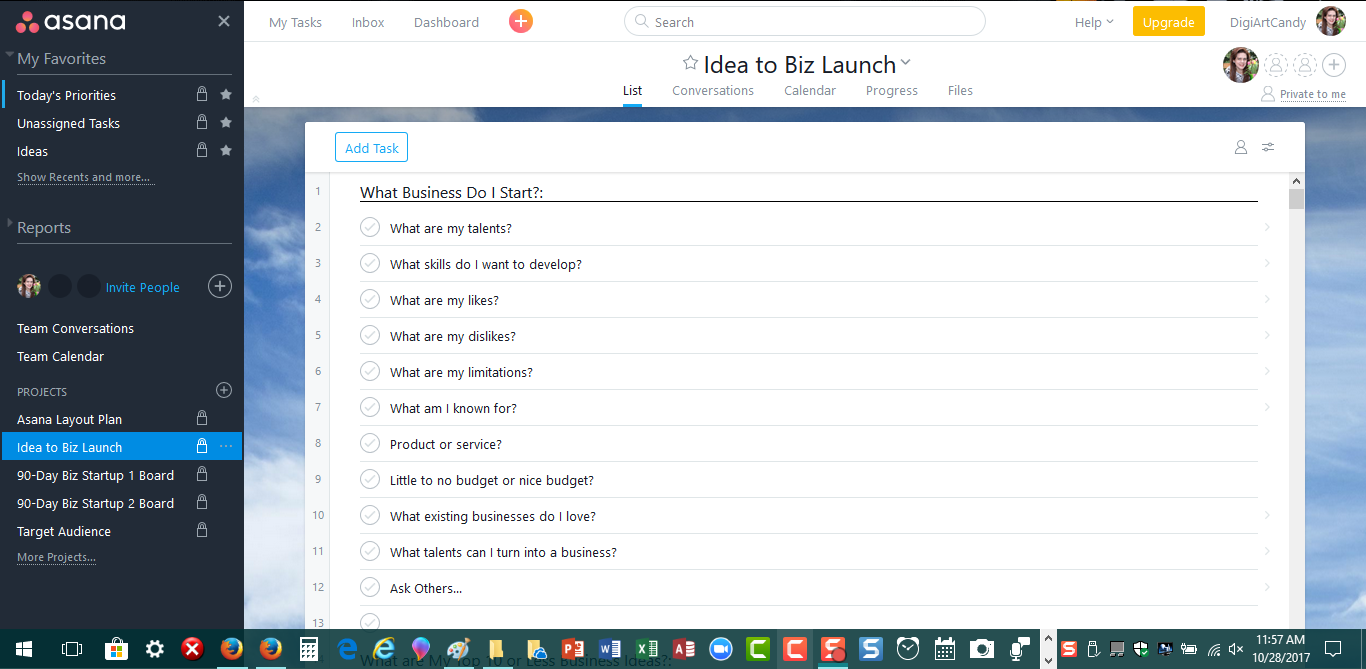
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*We’ll demonstrate this in the course!*

If you’re just setting up your business and need just a bit of help getting started, the list below will be really helpful for you. Those of you already in business might find some of this helpful as well. Here are a few things to remember first:

1. Michele Grant created this. She’s from Las Vegas, Nevada, so the information is U.S.-based. Just utilize whatever is helpful for you.
2. Copy and paste (or portions of it) into an Asana list, and you’ve got it! In case you need help with that:
   * Copy (PC): CTRL + C. Just select all desired data here first.
   * Paste (PC): CTRL + V.
   * Copy (Mac): Command + C. Just select all desired data here first.
   * Paste (Mac): Command + V.
3. Personalize this for YOU! Even if you already have a business, this might be helpful.
4. Remember that if the text line ends with a colon, it will become a section header in Asana.

Below is a screenshot from Michele’s Asana showing you how your copy and paste will look in Asana. Time to get it done now!



**Start copying then pasting into Asana from HERE forward…**

**What Business Do I Start?:**

What are my talents?

What skills do I want to develop?

What are my likes?

What are my dislikes?

What are my limitations?

What am I known for?

Product or service?

Little to no budget or nice budget?

What existing businesses do I love?

What talents can I turn into a business?

Ask Others

**What are My Top 10 or Less Business Ideas?:**

List my top 10 business ideas.

**What are My Top 3 Business Ideas?:**

Narrow down to top 3 business ideas.

**What is My Final Business Idea?:**

Decide on my final business idea.

**Who is My Ideal Client?:**

What social media pages do they follow?

What Facebook groups are they a part of?

What social media pages have my ideal client following already?

Who is NOT my ideal client? This helps me identify who is.

**Determine My Financial Goals for This Year:**

How much do I WANT to gross?

Multiply desired gross by 2. This equals how much gross to make.

Divide this total by 12. This equals how much gross to make monthly.

Now price my products or services to make that much gross/month.

This helps me set sales goals!

**Set Up My Asana:**

Sign up for Asana and personalize.

Gather all of my tasks in any form and put in one place.

Type all of my tasks into a Microsoft Word document.

Create a new list in Asana and name it "Temporary Tasks."

Copy and Paste my Microsoft Word list into Temporary Tasks.

Decide exactly how you plan to work on 1-3 tasks/day in Asana. Create logical categories/Section Headers for my tasks.

Decide if you want a board or list for each section, then create just the titles.

Create your desired dividers in Asana's left sidebar.

Move your projects around in Asana's left sidebar as desired.

Create sections within your projects that work with your Asana use desires.

Start copying/pasting "Temporary Tasks," one at a time, into appropriate projects

Be sure to not delete this temporary folder (you might need it).

Start working on 1-3 major tasks daily.

Be sure daily tasks are assigned to you and have due dates.

Now you can check your calendar at a glance!

--BUSINESS SETUP IDEAS--:

**Market Research:**

What problem does my business solve?

Do they want it? Check social media (Facebook, YouTube, Quora, etc.)

Who’s my target market?

Where can I find my ideal clients?

**Business Setup:**

Business name

Legal structure (sole proprietorship, partnership, LLC, Corporation, S-Corporation)

Tagline

Core Values

Mission Statement

**Branding:**

Logo

Branding Colors

Branding Fonts

Branding Look & Feel

**Business Licensing:**

Business License (federal, state, other)

Fictitious business name

Federal Employer ID Number (FEIN)

Licensing

Permits

Sales tax permits

Trademarks

Copyrights

**Business Planning:**

Business Plan

Marketing Plan

Sales Plan

Social Media & Blog Content Schedule

Business loan

Daily, Weekly, Monthly, Quarterly, Annual Goals

Startup costs

Sales forecast

Profit and loss statement

Cash flow statement

Balance sheet

**Business Equipment:**

Mobile phone

Landline

Fax machine

Computer system

Electronics

Software

Training

Copier

Printer

**Website:**

Domain name

Domain registration

Web hosting

Web design

Email

SEO

**Business Identity:**

Business cards

Gmail Email signature

Letterhead

Envelopes

Branded PowerPoint

Forms

Promotional Materials

Media kits

Job order forms

Organizational chart

Packing slip forms

Sales forms

Custom mailing labels

Custom notecards

Proposal templates

Contract templates

Survey forms

Signage

Postcards

Thank you cards

Birthday cards

Custom graphics

Stationery

Shop signage

Uniforms

T-shirts

Press release forms

**Business Particulars:**

Elevator pitch

About me

About my business

**Social Media Profiles:**

Facebook

YouTube

Pinterest

Instagram

LinkedIn

Snapchat

Other

**Sales:**

Blog

Email newsletter

Direct mail

Promotions

Advertising

Cold calls

Other

Sales Venues (Craigslist, Etsy, Facebook, Upwork, etc.)

**Finances:**

Business Bank Account

Business credit cards

Business checks

Accounting System

Credit Cards

Payment System

Revenue tracking system

Order processing

Invoice processing

Startup expenses

Ongoing expenses

Budget

Financial forecasts

**Office Space:**

Leasing or Home-based

Office furniture

Computer system

Telephone

Fax

Insurance

**Business Help:**

Mentors

Legal help

Facebook Groups

Social Media Groups

Online research

Paid Clubs

**Employees:**

Payroll processing system

Hiring process

Employee exit process

Job advertising

Application form

Job descriptions

Interview Questions

New employee orientation

New hire checklist

Employee handbook

Quarterly review forms

Annual review forms

Meeting agendas

Employee exit form

Disciplinary forms

Expense report forms

Incident reports

Health insurance

Mileage logs

Training

Annual party

**Business Systems:**

Appointment scheduling system

Calendar system

Databases

Customer Relation Management (CRM) Software

Accounting Software

Time management software

Project management

Anti-virus software

e-Signatures

Landing pages

Email management system

Microsoft Office

Adobe Suite

Social media management tool

Video recording

Image & Graphic Sites

Invoicing & Time Tracking

File sharing

Point of sale systems

Email system

**Outsourcing:**

Accountant

Attorney

Event Planner

Social Media Help

Virtual Assistant

**Education & Organizations:**

Trade associations

Chamber of Commerce

**Physical Locations:**

Find location

Lease or Buy Space

**Launching:**

Press releases

Social media build-up plan

Webinar plan

Facebook live plan

Advertising plan

Week of opening plan

Opening Day plan

**Insurance:**

Property insurance

Liability insurance

Worker’s compensation

Life insurance

Disability insurance

Healthcare insurance