**90-Day Business Startup Board**

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*We’ll demonstrate this in the course!*

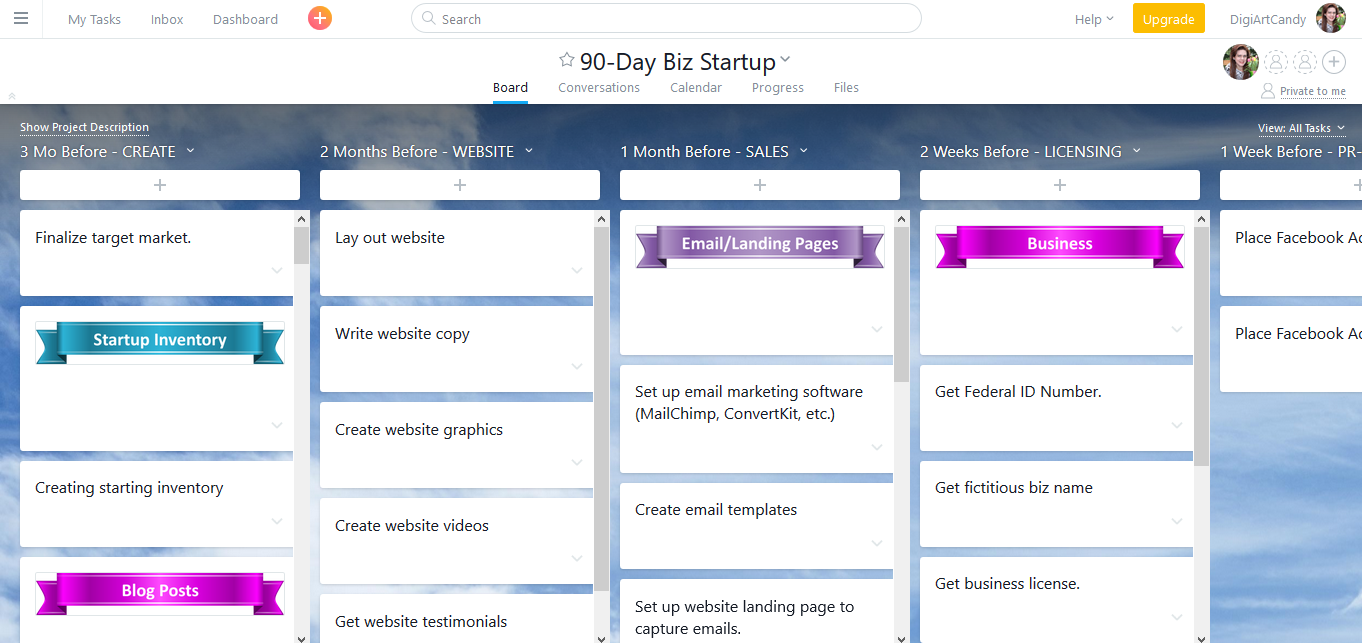
You can create your own 90-day business launch board using some of the examples here. Your board may look something like the image below (not a complete snapshot). Column/section headings and tasks within your columns may vary, but you get the idea. You can copy and paste right into Asana. It’s a great way to start your business plan. Already in business? This gives you ideas!

CAN BE A LIST, TOO: Don’t forget that you have the option to create this as either a board or a list. If you decide to copy/paste as a list, be sure to add a colon after each section header so Asana will automatically know it’s just that (saves you a lot of time).

NOTE: In this course, Michele will show you how to add your own sub-divider images just as she did in the snapshot below.

She created these brand-colored ribbon graphics in… PowerPoint! You can easily create your own, too!

Michele Grant teaches entrepreneurs how to create their own video/static ads and graphics using PowerPoint. Visit DigiArtCandy.com to sign up for upcoming courses and workshops.



*Copy and paste some or part of the list below into Asana:*

**3 Months Before - CREATE**

Finalize target market.

STARTUP INVENTORY

Creating starting inventory

BLOG POSTS

Create 5 weekly blog posts with graphics & downloadables.

Determine key words for all blog posts

Create 30 days of FB posts

Create Facebook posts announcing launch/freebies.

Create YouTube posts announcing launch/freebies.

FACEBOOK AD 1

Create FB Launch #1 Ad: FB film/PPT video ad.

Create FB Launch #1 Ad: FB graphic

Create FB Launch #1 Ad: Freebie downloadable.

Create FB Launch #1 Ad: FB Ad copy.

Create FB Launch #1 Ad: Landing page in MailChimp.

Create FB Launch #1 Ad: Landing page graphics.

Create FB Launch #1 Ad: Landing page video(s).

Create FB Launch #1 Ad: Landing page copy

Create FB Launch #1 Ad: Blog video(s)

Create FB Launch #1 Ad: Blog post copy

Create FB Launch #1 Ad: Blog graphic(s)

Create FB Launch #1 Ad: Blog post downloadable(s)

FACEBOOK AD 2

Create FB Launch #2 Ad: FB film/PPT video ad.

Create FB Launch #2 Ad: FB graphic

Create FB Launch #2 Ad: Freebie downloadable.

Create FB Launch #2 Ad: FB Ad copy.

Create FB Launch #2 Ad: Landing page in MailChimp.

Create FB Launch #2 Ad: Landing page graphics.

Create FB Launch #2 Ad: Landing page video(s).

Create FB Launch #2 Ad: Landing page copy

Create FB Launch #2 Ad: Blog video(s)

Create FB Launch #2 Ad: Blog post copy

Create FB Launch #2 Ad: Blog graphic(s)

Create FB Launch #2 Ad: Blog post downloadable(s)

Set up Dropbox (or Google Drive, OneDrive, Hightail, etc.)

**2 Months Before - WEBSITE**

Lay out website

Write website copy

Create website graphics

Create website videos

Get website testimonials

**1 Month Before - SALES**

EMAIL | LANDING PAGES

Set up email marketing software (MailChimp, ConvertKit, etc.)

Create email templates

Set up website landing page to capture emails.

YOUTUBE

Set up YouTube Channel

Create YouTube header

Create YouTube About copy

Create YouTube starting 3 videos & copy

**2 Weeks Before - LICENSING**

BUSINESS

Get Federal ID Number.

Get fictitious biz name

Get business license.

Get business bank account (as soon as have license).

Change personal PayPal to business account (as soon as have license).

**1 Week Before - PRE-LAUNCH**

Place Facebook Ad #1

Place Facebook Ad #2

**Day Before - RECHECK**

Test everything.

Test website.

**LAUNCH DAY**

Post Facebook launch posts.

Post YouTube launch posts.

Send out launch press releases.

**Week After Launch - SELL**

Set up webinar campaign

Set up Facebook ad campaigns

Comment and advise in online forums