

Your Business Checklists



Business

- _ YOUR BUSINESS IDENTITY
- _ SET UP BUSINESS ACCOUNT
- _ DETERMINE PAYMENT METHODS FOR PRODUCTS/SERVICES
- _ SET UP ACCOUNTING STRATEGY AND TAX WRITE-OFFS
- _ SET UP EMAIL SERVICE PROVIDER
- _ WEBSITE AND HOSTING
- _ SET TARGET LAUNCH DATES AND GOALS
- _ SET UP AS LEGAL BUSINESS IF NEEDED

Website

- _ FINALIZE BRANDING/LOGOS
- _ SECURE DOMAIN
- _ SECURE HOSTING AND PLATFORMS
- _ INTEGRATE WITH PAYMENT SYSTEM
- _ INTEGRATE WITH EMAIL SEQUENCE PLATFORM
- _ SET UP FREE GOOGLE ANALYTICS ACCOUNT

Social Media

- _ SET UP SOCIAL MEDIA PLATFORMS. FB, INSTAGRAM, TWITTER, PINTEREST, LINKEDIN, ETC
- _ CREATE COVER IMAGES AND PROFILE PICTURES
- _ CREATE COHESIVE BRANDING IMAGES FOR POSTS
- _ BEGIN TO ENGAGE AND DEVELOP RELATIONSHIPS

Your Business Checklists



Pre-Launch

- _ CREATE LEAD MAGNET
- _ CREATE EMAIL SEQUENCE FOR LEAD MAGNET ACCEPTANCE
- _ CREATE CONTENT TO PROMOTE LEAD MAGNET
- _ CREATE LANDING PAGES FOR LEAD MAGNET
- _ START TO CREATE A BUZZ ON SOCIAL MEDIA
- _ MAKE SURE ALL YOUR SERVICES/PRODUCTS FOR LAUNCH ARE READY TO GO
- _ OFFER LAST MINUTE INCENTIVE TO JOIN LAUNCH
- _ MAKE SURE TO RUN 3 EMAILS THE DAY PRIOR TO LAUNCH AND 3 ON THE DAY OF