

HOW TO START A THRIVING BUSINESS CHECKLIST

GETTING STARTED

TASK CHECKLIST

- Get clear on your "why" - why you want to start this business
- Understand your passions, strengths and weaknesses
- Calculate how much money you want to make
- Figure out when you will have time, or make time, to work on your business
- Arrange for some childcare or other support, if needed
- Think ahead about strategies that will keep you balanced

BUSINESS IDEA

TASK CHECKLIST

- Figure out who your target customer is in detail
- Understand your target customer's pain points
- Compile ideas of how you can solve the pain points
- Select one idea to start with so you can focus
- Test out the idea to ensure it is viable by talking with customers
- Make sure you are excited about this idea!

SETUP & OPERATIONS

TASK CHECKLIST

- Select a business name and complete registration
- Choose and complete your business setup ex. sole proprietor, incorporate
- Do a one page business plan for an overview of your business
- Figure out how you will deliver your product or service
- Understand what the key actions that will move you forward
- Prepare for your first customers - woohoo!

FINANCES

TASK CHECKLIST

- Learn the basics of business finances so you understand key concepts
- Set up a system to track income, expenses and tax (if relevant)
- Look into hiring a good bookkeeper if you'll need one

SALES & MARKETING

TASK CHECKLIST

- Price your product and build in flexibility for future
- Understand where your target customer hangs out and be there too
- Choose which social media platforms you will use
- Get a website, Facebook page and/or product-selling page (ex. Etsy) up
- Understand how your target customer describes their pain point and the solution - then use these words in your communications

LAUNCH

TASK CHECKLIST

- Build an effective sales page and other communications
- Consider giving something for free, especially as you get started
- Build trust with your following - 80% of touchpoints should be non-sales
- Use a variety of direct and indirect methods for promotion
- Stay focused on executing the 1-2 things that will move you forward
- Constantly review and adjust as necessary throughout the longterm

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