

# THE STARTER KIT

## BUSINESS SET-UP ESSENTIALS

- Establish your intentions
- Set benchmark goals
- Create mini business plan
- Create legal contracts
- Set up invoicing software and electronic payment systems
- Set up e signing software
- Find a physical location

## MARKETING STRATEGY & OUTREACH

- Set up professional social media profiles
- Set up an email marketing account
- Claim your Google My Business listing and build your profile
- Create a digital content strategy for your brand
- Activate your social media strategy
- Create case studies
- Ask for client reviews
- Create your first set of blog posts to launch a thought leadership blog
- Set up and launch a monthly newsletter
- Seek out community
- Begin building partnerships

## BRANDING & SERVICE OFFERINGS

- Identify your target audience
- Identify your service offerings
- Create your brand voice & tone
- Create your brand identity
- Create SOPs for your service offerings
- Create a master proposal template
- Create a capabilities deck

## WEBSITE CREATE & LAUNCH

- Purchase a domain
- Purchase and set up website hosting
- Launch a "Coming Soon" landing page
- Confirm navigation & keyword research
- Create & collect content for your website (images, copy, video)
- Finalize design layouts & development
- Craft your website announcement strategy
- Final pre-launch checklist, website launch and quality assurance check
- Announce your website launch

## OPERATIONAL PROCESSES & SYSTEMS

- Set up a CRM
- Set up an accounting/bookkeeping system
- Set up budgeting & forecasting system
- Set up payroll
- Create a sales process
- Seek out sales & lead generation assistance
- Create your client onboarding process
- Set up a project management tool
- Set up a file management process for you and your future team
- Set up communication tools & a communication process for your future team
- Begin building your team (if you want)