

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)