



60 Day Small Business Startup Checklist

1- Dream Phase 20 Days

- 1- Determine Your 'Why'
- 2- Develop Your Mission/Gaining Clarity
- 3- Find Your Zone of Genius
- 4- Find Your Zone of Passion
- 5- Perform Self Evaluation
- 6- Business Model Brainstorm
- 7- Business Market Brainstorm
- 8- Determine Products/Services
- 9- Create Your MVP (Minimum Viable Product)
- 10- Perform Market Analysis
- 11- Finding Opportunity

(Check off the tasks you need assistance with)

What are two critical questions that should be answered BEFORE you start a business of any type?

1. What is your motivation? (Steps 1 & 2)
2. What market will you choose? (Steps 6, 7 & 10)

If you don't have the proper motivation...if you don't have your 'Why am I doing this?' question resolved, then whatever you start will probably not succeed because of a lack of drive and focus.

If you choose the wrong market and promote your business to the wrong customer base, your business is destined to fail...guaranteed.



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2- Planning Phase 35 Days

- 12- Establish Your Legal Entity**
- 13- Build a Team**
- 14- Complete Business Plan Using The 7 P's to Profitability**
- 15- Create Business Affiliations**
- 16- Create Copy for Website/Marketing Materials**
- 17- Create Website/ Determine Live Date**
- 18- Create Lead Magnet**
- 19- Create Social Media Profiles**
- 20- Create Business Accounts (Using Profit First Method)**

(Check off the tasks you need assistance with)

Establishing a solid foundation before you launch your business will greatly increase your chances of success. Working through this checklist will help you gain clarity, stay focused, be better organized and more professional.



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3- Execution Phase 5 Days

- 21- Network Through Social Media and In Person**
- 22- Launch Website with Lead Magnet**
- 23- Launch Sales Funnel**
- 24- Execute Sales Plan**
- 25- Execute Marketing Plan**
- 26- Start Blog (optional)**
- 27- Start Podcast (optional)**

(Check off the tasks you need assistance with)

A solid and comprehensive launch will greatly benefit your business startup. Let's work together and make it happen.