



**HowToWorkbooks**

REAL WORKBOOKS. REAL RESULTS.

FREE CHECKLIST

# 50 Steps to Start Your Business

The complete launch checklist for new founders

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Every task you need to go from idea to launch.

Tick each box as you complete it and track your progress from first step to first customer — nothing falls through the cracks.

### Phase 1 — Idea & Research

- Define your business idea in one clear sentence
- Identify your target customer (age, needs, budget)
- Research your top 3 competitors
- Identify your unique selling point (USP)
- Validate demand: talk to 10 potential customers
- Check if your idea is profitable (price vs cost)
- Choose your business model (product / service / subscription)
- Research legal requirements in your country
- Choose a business name and check availability
- Register your domain name

### Phase 2 — Business Foundations

- Choose your business structure (sole trader, LLC, etc.)
- Register your business officially
- Apply for any required licences or permits
- Open a dedicated business bank account
- Set up basic bookkeeping (spreadsheet or software)
- Define your pricing strategy
- Write a one-page business plan
- Set a 12-month revenue target
- Identify your top 3 startup costs
- Secure your initial funding (savings, loan, grant)

### Phase 3 — Brand & Online Presence

- Design your logo
- Choose your brand colours and fonts
- Write your brand tagline / slogan
- Build your website (homepage, about, contact)
- Write a compelling 'about' page
- Set up a professional email address
- Create a Google Business Profile
- Set up 2–3 social media profiles
- Write your first 3 social media posts
- Install an analytics tool on your website

### Phase 4 — First Customers

- Define your sales process (how will you get customers?)
- Create your first offer or product listing
- Set up a payment method (Stripe, PayPal, etc.)
- Reach out to your first 10 potential customers personally
- Ask your network for referrals
- Join 2 online communities where your customers hang out
- Create a simple lead magnet to capture emails
- Set up an email list (Mailchimp, Systeme.io, etc.)
- Send your first newsletter to your list
- Make your first sale

### Phase 5 — Operations & Growth

- Write a simple operations checklist for daily tasks
- Set up customer support (email, chat, or phone)
- Collect your first customer testimonial
- Review your finances at end of month 1
- Identify what is working and what is not
- Set goals for month 2 and 3
- Automate one repetitive task
- Explore one new marketing channel
- Join a local or online entrepreneur community
- Celebrate your first milestone — you did it!