



New Business Checklist™

A practical step-by-step checklist for turning an idea into a working business.

BUSINESS NAME: _____

TARGET LAUNCH DATE: _____

OWNER / FOUNDER: _____

DATE STARTED: _____

1 | Clarify the Business Idea

- ☐ Write a one-sentence description of what the business does.
- ☐ Identify the problem you solve and the result customers receive.
- ☐ Define the main product or service you will launch first.
- ☐ Decide what makes your offer different or easier to choose.
- ☐ Set one clear goal for the first 12 months.

2 | Know the Customer

- ☐ Describe your ideal customer: needs, priorities, budget and buying habits.
- ☐ Speak to at least five potential customers about the problem.
- ☐ List the alternatives customers currently use.
- ☐ Record the words customers use to describe their needs.
- ☐ Confirm there is enough demand before making major investments.

3 | Validate the Offer

- ☐ Create a simple version, sample, prototype or service outline.
- ☐ Test the offer with real potential customers.
- ☐ Choose an introductory price and check that customers will pay it.
- ☐ Collect feedback and refine the offer.
- ☐ Define what is included, excluded and delivered.

4 | Build the Financial Foundations

- ☐ Estimate one-off startup costs and monthly running costs.
- ☐ Calculate the cost and time required to deliver each sale.
- ☐ Set prices that cover costs, taxes, time and profit.
- ☐ Create a simple 12-month cash-flow forecast.

THE FUTURE™

- ☐ Decide how the business will be funded and set a spending limit.
- ☐ Open a dedicated business bank account when appropriate.

5 | Set Up the Business

- ☐ Choose the appropriate business structure for your location and circumstances.
- ☐ Register the business, trading name and required tax accounts.
- ☐ Check licences, permits, insurance and industry requirements.
- ☐ Create a system for invoices, receipts, expenses and bookkeeping.
- ☐ Prepare essential terms, policies and contracts.
- ☐ Ask a qualified professional about legal, tax or regulated matters when needed.

6 | Create the Brand & Online Presence

- ☐ Choose a clear business name and check domain and social availability.
- ☐ Create a simple visual identity: logo, colours and type styles.
- ☐ Write a short value proposition and business description.
- ☐ Secure the domain and professional email address.
- ☐ Publish a simple website or sales page with one clear next step.
- ☐ Set up only the social channels your customers actually use.

7 | Prepare Operations

- ☐ Map the customer journey from enquiry to delivery and follow-up.
- ☐ Choose the tools needed for sales, payments, scheduling and communication.
- ☐ Document the steps for delivering the product or service consistently.
- ☐ Set response times, working hours and customer-service standards.
- ☐ Create backup, password and data-protection routines.
- ☐ Test the full buying and delivery experience before launch.

8 | Plan Marketing & Sales

- ☐ Choose the main route customers will use to discover the business.
- ☐ Create a 30-day launch marketing plan.
- ☐ Prepare core messages, images, emails and social posts.
- ☐ Build a list of warm contacts, partners and potential early customers.
- ☐ Define the sales process and the next action after every enquiry.
- ☐ Choose simple measures: leads, conversions, sales, costs and repeat business.

9 | Launch

- ☐ Set a realistic launch date and define what “ready” means.
- ☐ Invite a small group of early customers before the public launch.
- ☐ Check every link, form, price, payment and confirmation message.
- ☐ Announce the business across your chosen channels.
- ☐ Respond quickly to questions and record recurring feedback.
- ☐ Celebrate the launch — then return to the numbers and the customer.

10 | First 30 Days

- ☐ Review cash flow, sales and expenses every week.
- ☐ Follow up with customers and ask for honest feedback.
- ☐ Request testimonials or reviews where appropriate.
- ☐ Fix the biggest friction point in the customer journey.
- ☐ Repeat the marketing activity that produces the strongest result.
- ☐ Choose the next 30-day priority instead of trying to improve everything.

11 | Builder Tip

START SMALL. LEARN QUICKLY. BUILD WHAT CUSTOMERS VALUE.

Your first version does not need to be perfect. It needs to be clear, useful and ready to teach you what to build next.

The future isn't something you wait for. It's something you build.